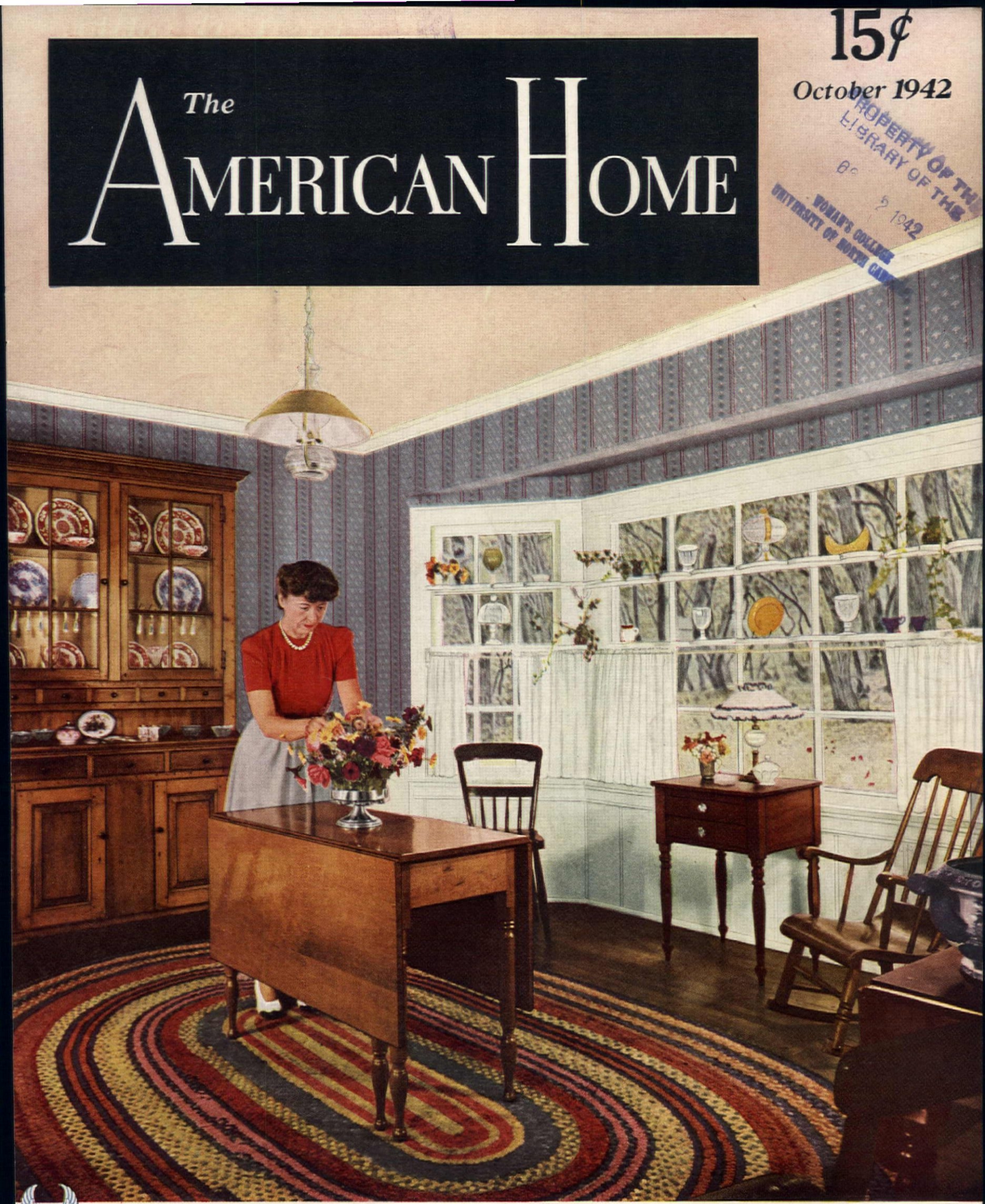
The AMERICAN HOME

15¢

October 1942

PROPERTY OF THE LIBRARY OF THE
DEC 2 1942
WOMAN'S COLLEGE
UNIVERSITY OF NORTH CAROLINA



Buy WAR BONDS AND STAMPS FOR VICTORY

Be Your Own DECORATOR

WHAT YOU CAN BUILD FOR $499

It's a good sign for the times



These are days when good *value* becomes our national guide to careful buying. In towels, you want a quality that's completely right for stringent times. You want a luxurious deep terry for pleasant drying — plus strong weaves to weather rugged wear. And yet there must be *beauty,* too — fresh, decorative designs to delight the eye, to bring new charm and color to the bathroom. These things spell CANNON to the majority of American homemakers, who know their values. Let the famous Cannon label point the way for *you* when buying towels. Cannon Mills, Inc., 70 Worth Street, New York City.



Cannon has a war job, too. While equipping the boys in Ireland and Quantico, Australia and Pensacola, Cannon is doing its best to fill your normal towel needs, too.

• ***Smart white towels*** with gay colored borders and decorative texture are featured stars of the new Cannon towels. You'll be impressed with the distinction of these white towels — another example of Cannon design which so beautifies bathrooms.

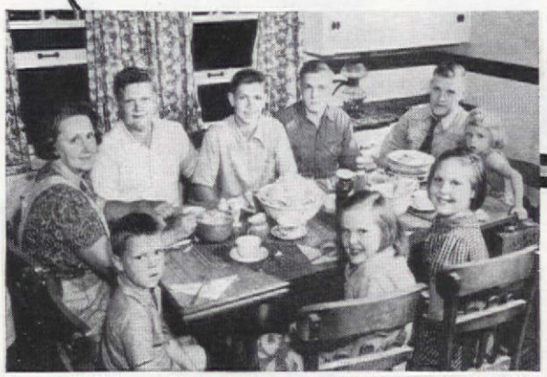
Cannon Towels

CANNON SHEETS CANNON HOSIERY

This Fight is a Family Affair!

☆ ☆ Listen, Axis! You're up against the best fighting men in the world, and the best workmen! Their dads, mothers, sisters, and brothers, too, are all doing their utmost for Victory. Over here we're just one fighting family... 130,000,000 of us!





Seven Children of their own, yet Mr. and Mrs. Emil Haller added two homeless tots to their wartime family circle—one 5 months old, the other 3 weeks. Mrs. Haller does all her own housework, assisted by her electric appliances. Mr. Haller and son, Richard, are war workers in a G-E Bridgeport factory.

BUY
WAR
BONDS



Homemakers Go On "Double Duty" for the duration. Like Mrs. Florence Jones, thousands are using the time and energy saved by electric servants at home to help in many volunteer organizations that are so necessary to Victory.



Ann Fisher was a housewife before the Japs bombed Pearl Harbor. Her son is in the Navy, and now she helps make torpedo mechanisms at a G-E plant where appliances once were made.



A Sergeant in World War I, R. J. Weppner is again on the "firing line" as a G-E war worker. Mrs. Weppner, mother of three, has completed First Aid courses, and is a prize student in the G-E Home Nutrition Course.



At The General Electric Home Institute in Bridgeport, Miss Edwina Nolan conducts homemaking courses for G-E women employees and wives of war workers. Nutrition, food buying, conservation of appliances are some of the subjects offered women's groups by the G-E Institute. Write Miss Nolan, Bridgeport, Conn., Dept. ZG-1021-6, about your problems.



TODAY the General Electric appliances you own are priceless, for no more will be manufactured until this war is won. Take good care of those you have. And for expert advice or special literature, visit the nearby G-E dealer displaying this sign. He is qualified to check appliances and make repairs.

GENERAL ELECTRIC

Our Schools and the Fight for Freedom



Ewing Galloway

THESE THINGS Are Ours to Defend

★ ★ ★

1. Our country: its resources
2. Our homes: our family life
3. Our form of government
4. Our culture to enjoy
5. Our educational system
6. Our national traditions
7. Our Four Freedoms

IF WE Americans are wise, we shall watch our educational front as well as the military and industrial fronts upon which we are concentrating so much effort. This particular line of struggle runs through the more than 230,000 schools that dot the United States and in which America prepares the youth who will have a part in the building of a world where men can freely live again in peace and order. If this part of our national war effort should fail, we would lose the struggle for liberty even though our troops marched in triumph into Berlin, Rome, and Tokyo.

For we do not inherit democracy; we learn it. To say that America's democratic spirit is in the air we breathe is a pretty figure of speech—but it isn't true! Your children can inherit blue eyes; they cannot inherit either the ability or the desire to live in freedom. Normal human beings at birth are fundamentally alike. What they become as they mature is determined largely by the way they are educated. The Berlin baby drilled almost from the cradle in the "Heil Hitler" wickedness and nonsense becomes the fanatical Nazi. The slant-eyed child in the Osaka school, carefully watched by the Imperial "thought-inspectors," (oh yes, there really are such officials in Japan) becomes the hated and hateful instrument of Japanese aggression. The youngster in Honolulu, Keokuk, or Springfield, nurtured in the American system of universal democratic education, becomes a guardian of liberty and a lover of justice. So, while a school may not be as spectacular as a line of tanks or a battery, it ranks high in importance.

Yet the average American parent or citizen, confronted with the complex machinery of a modern school system, is baffled. How, he asks,

WILLIAM G. CARR, *Secretary*
Educational Policies Commission

can I tell, amid all the confused talk about curricula, teaching methods, and mental tests, whether our schools are doing a good job in preparing loyal citizens? Really, it isn't so difficult if one aims at essentials. Recently investigators for the Educational Policies Commission visited ninety American schools to discover what is being done to develop good citizens. They sought answers for five key questions which, with samples of what they found, are given below. Ask those same questions about *your* school. If the answers are yes, it is doing a good job. If they are no, you can aid our national security by working to make all our schools more fit for the education of free men. Remember, the fact that you may have no children in school does not excuse you, as a patriotic citizen, from the duty of finding out about this part of our community defense system. Here are the questions.

1. What is taught about the meaning of democracy? Democratic education seeks, first of all, to give young people a clear understanding of the meaning of American democracy, an appreciation of the struggles and costs by which it has been achieved, a vivid awareness of the forces against which democracy must contend today. Our schools do not demand blind and thoughtless allegiance but seek to build a deep loyalty to democracy by holding before youth the challenging vision of an unfinished task—the establishment of a society "with liberty and justice for all." To illustrate, part of a new course used in some of the Philadelphia schools deals with subjects like: *What America has to defend . . . Why defend America? . . . How we defend America.*

2. Does democracy live in the classrooms and the teaching methods? When any nation is confronted by war, partisan and class interests—rooted in misconceptions of the rights of individuals—must not be allowed to impede action. At this time in our national history particular stress on action for the common good is needed to balance past emphasis on individual rights. The American school should be a place where, in a democratic atmosphere, boys and girls can learn to work together unselfishly for the good of all. The sixth grade social studies class of a New Jersey school made a map on which to show the growth of the United States from earliest times. Committees were named to decide where it

THE AMERICAN HOME, October, 1942. Vol. XXVIII, No. 5. Published monthly by The American Home Magazine Corporation, 444 Madison Ave., New York, N. Y. Subscription price $1.50 a year; two years, $2.25; three years, $3.00; (in Canada $1.50 a year, two years, $2.50; three years, $3.50); foreign postage $1.00 per year extra. Entered as second class matter December 31, 1935, at the post office at New York, N. Y., under act of Congress, March 3, 1879. Copyright, 1942, by The American Home Magazine Corporation.

"Now the laundryman and I are like that!"



It all happened a couple of weeks ago...

I was sorting out the laundry while the laundryman waited and when I came to the sheets I said, "I guess you can wash these once more for me... but they certainly are on their last threads. I hate to buy *anything* right now—but I sure do need some new sheets."

And he clucked sympathetically and said, "I s'pose you'll be buying Cannon Percale Sheets. I notice we're getting a lot of them to wash these days."

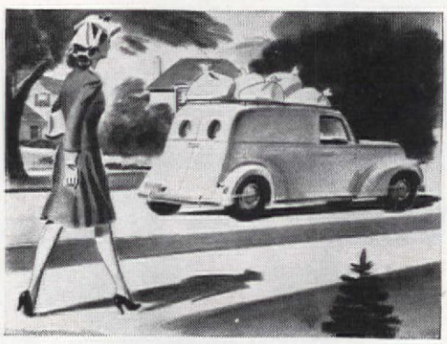
And I said, "Humph! *I* adore percale, too. But I can't afford to splurge like that—especially in wartime!"

So he said didn't I know that Cannon Percale Sheets *cost just about the same as heavy-duty muslin?* (I gasped.)

And didn't I know I'd save as much as $3.25 a year *for each bed* in pound laundry rates, because Cannon Percale Sheets are *lighter?*

And hadn't I heard how wonderfully they wear? "Why," he said, "Cannon Percale has 25% more threads to the square inch than even the best-grade muslin."

Well, he was hardly out of the house before I was off to the store. And we've been doing some mighty smooth sleeping on Cannon Percale Sheets at our house ever since... thanks to the laundryman!



How to make your sheets last longer

If you wash them at home. Don't soak sheets overnight... unnecessary... 15 minutes before washing is plenty. Don't use a bleach if you can hang sheets in the sun to dry. When you do use a bleach, put the bleach in the water and make sure it's mixed thoroughly before you put the sheets in. And always rinse *twice* after bleaching.

Always hang sheets evenly. Never use pillow cases for laundry bags. Don't let your iron get too hot and *never* press the folds of a sheet. That's harder on a sheet than actual wear!

Have enough sheets. Sheets need a rest, too. 6 for each bed is recommended. 2 on the bed, 2 in the laundry, and 2 on the shelf. And rotate your sheets. Put the newly laundered sheets on top of the pile and pull from the bottom for use.

Rely on a good name. You can trust the name Cannon. And in these days, it's more important than ever to rely on a good manufacturer's name for all the things you can't see for yourself. You'll be as proud to own Cannon Percale Sheets as you have always been to own famous Cannon Towels.

• • •

Your store has a real value in Cannon Muslin Sheets—well-constructed, long-wearing—at a low, popular price. Cannon Mills, Inc., New York, N.Y.

TRADE MARK CANNON

Cannon Percale Sheets

Made by the makers of Cannon Towels and Hosiery



How you can get a Retirement Income of $150 a month for life

THE MINUTE Jerry opened the door the other night he gave a wild Indian whoop you could have heard in the next block. Mary came running from the kitchen.

"I got it, Mary! I got it," and then he grabbed her. Mary knew what it was all about. Jerry had his raise.

Trust a woman to be practical about such things. Mary started talking as soon as they sat down to dinner.

"Jerry," she said, "now you can really do something about getting that Retirement Income Plan. It'll be easier than ever to manage."

"Beat you to it, honey," said Jerry, smiling at her. "From now on, part of my salary is going to buy us $150 a month for life when I'm 60. One of those Phoenix Mutual Retirement Income Plans, like in the ads. This raise has made our present more secure, and it's going to make our future more secure, too. I've already sent to the Phoenix Mutual for their free booklet that tells the whole story."

How to get $150 a Month for Life

Maybe you just got a raise, too. Why not put it toward future security for yourself? Find out *today* about the Phoenix Mutual Retirement Income Plan, and how it works. For instance, if you are about 40 and qualify for a Plan providing $150 a month at age 60, here is what your Plan would guarantee:

1. A check for $150 when you reach 60, and a check for $150 every month thereafter as long as you live.

2. A life income for your wife, in case you die before retirement age.

3. A monthly disability income, if before age 55 total disability should stop your earning power for six months or more.

You may be older or younger than 40. Your guaranteed monthly life income can be any amount from $10 to $200 a month, or more, beginning at age 55, 60, 65, or 70. Similar Plans are also available to women.

What's more, you know that your money is *safe*. Behind every Phoenix Mutual Retirement Income Plan are the substantial investments which the company has made throughout America, including not only Government Bonds, but many other investments which directly help our country's war effort.

Send for Free Booklet

Send today for free booklet describing the Phoenix Mutual Retirement Income Plan. It tells how your Plan can be fitted to your needs and how it protects you against emergencies. It explains the Phoenix Mutual Plan for a guaranteed life income, used by thousands all over the country and backed by Phoenix Mutual—a company nearly a century old, with over a half billion dollars of insurance in force. Send the coupon now!

ESTABLISHED 1851

PHOENIX MUTUAL

Retirement Income Plan

GUARANTEES YOUR FUTURE

PLAN FOR WOMEN

PHOENIX MUTUAL LIFE INSURANCE CO.
549 Elm St., Hartford, Conn.

Please mail me, without cost or obligation, your illustrated booklet, describing retirement income plans for women.

Name_____

Date of Birth_____

Business Address_____

Home Address_____

PLAN FOR MEN

PHOENIX MUTUAL LIFE INSURANCE CO.
549 Elm St., Hartford, Conn.

Please mail me, without cost or obligation, your illustrated book showing how to get a guaranteed income for life.

Name_____

Date of Birth_____

Business Address_____

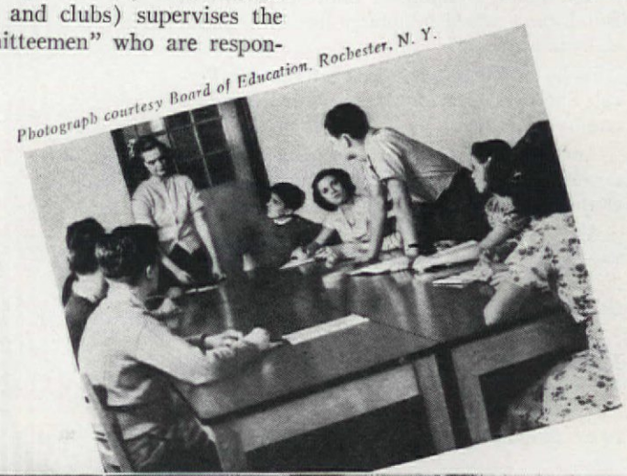
Home Address_____

COPYRIGHT 1942, BY PHOENIX MUTUAL LIFE INSURANCE COMPANY

should go, list needed materials and plan its construction. A relief model was made to scale and each member of the class chose a section for which he would be responsible, on which to show various stages of development and when, finally, the project was completed, parents were invited to the school to see the map, hear how it was made and receive descriptive material prepared by a student committee as class work.

3. Is citizenship taught by the out-of-class student activities? Because the selection and use of leaders are so important in a democracy, students should have equal opportunities to develop their abilities and attain positions of leadership they are competent to fill. Those who cannot measure up to such positions should learn through practice the skills of intelligent, cooperative fellowship. In an Omaha high school, the student council (elected by the various classes and clubs) supervises the "committeemen" who are responsible for student conduct. Violations of the regulations made by the council, when reported by a committeeman, teacher or student, are tried before the student court with the (student) prosecuting attorney presenting the case and the culprit having the services of a defending attorney if he wishes. [The capable youngsters pictured on page 4 conduct the safety patrol corps of a New York City junior high school which follows a municipal pattern in setting up and administering traffic regulations for the students.—EDITORS]

4. Is this school a good example of democracy in action? Democratic purposes are not achieved by dictatorial means. A school system is most effective as a teacher of democracy when each member of the community shares in determining school purposes. In Lincoln, Nebraska, this objective is attained through the Roundtable conducted by the superintendent of schools to bring together persons representing administrators, teachers, custodians, nurses and parents, and chairmen of twelve area committees. Matters for consideration by the Roundtable may originate there, in an area committee, or outside. After discussion, they are usually referred for study to the area concerned; if a recommendation results, it is returned to the Roundtable for consideration and submission to the board of education if such action is voted.



Photograph courtesy Board of Education, Rochester, N. Y.



Student councils develop leadership; parent-teacher meetings widen interest in the schools. Both reveal democracy at work

Photograph courtesy Los Angeles City Schools

5. Are students given chance to practice good citizenship through community service? The final test of a program of citizenship education lies in the way students put their training to use after graduating. Hence school work should be linked with community life. Through a program of "Midwest Studies," pupils of a Minneapolis high school plan and carry out field trips to communities and social agencies, arrange

a Plan for Post War Living

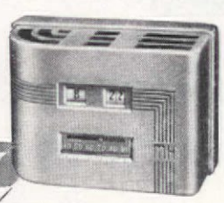


. . . Start with a Bond!



HERE is a real foundation for that new post-war home—a foundation as solid as the Pyramids. Buy war bonds now, at least 10 per cent of your income, every month. Build up a reserve which will insure you the kind of home you have been dreaming of, with all the innovations which the manufacturing techniques of the war period are developing. One of the great advances will be in Automatic Heating and the Automatic Controls which make it automatic . . . Present research for War and for Comfort, in the nation-wide plants of Minneapolis-Honeywell guarantees a new kind of controlled, effortless indoor living for every home, office, and building. Whether your future plans mean new building, or modernization, insist upon M-H Controls. Send for our book, "Contribution to Better Living." Minneapolis-Honeywell Regulator Company, 2737 Fourth Avenue South, Minneapolis, Minnesota. Branches in 49 principal cities . . . In Canada: Toronto, Ontario.

MINNEAPOLIS·HONEYWELL CONTROLS



the Chronotherm
THE NEW CLOCK THERMOSTAT THAT SAVES FUEL.

IF YOU LIVE IN A DEFENSE AREA
Automatic Heating and M-H Controls will be considered for priority rating. See your heating dealer now!

First YESTERDAY TODAY TOMORROW

Clear the Lines for the War

Before you make a Long Distance telephone call today, ask yourself these questions:

1. Is it necessary?
2. Will it interfere with war calls?

The weight of war on the telephone lines is heavier every day. We can't build the new lines to carry it because sufficient materials aren't available. We've got to make the most of the service we now have.

Please give a clear track to the war effort by confining your Long Distance calls to those that are really necessary.

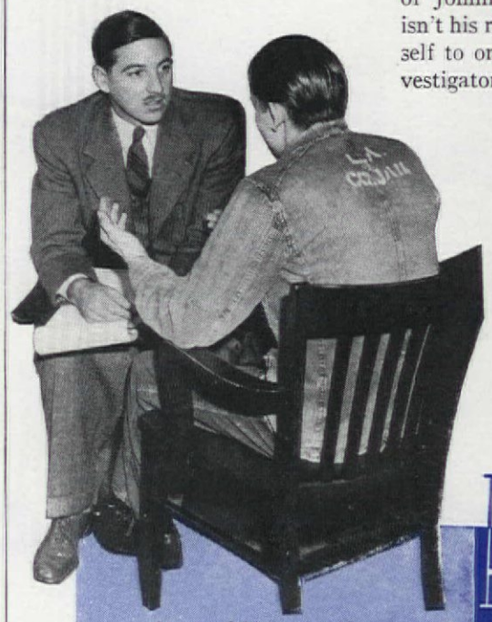


WAR CALLS COME FIRST

BELL TELEPHONE SYSTEM

interviews, prepare reports and, by getting below the surface, gain a first-hand knowledge of some basic problems of good citizenship.

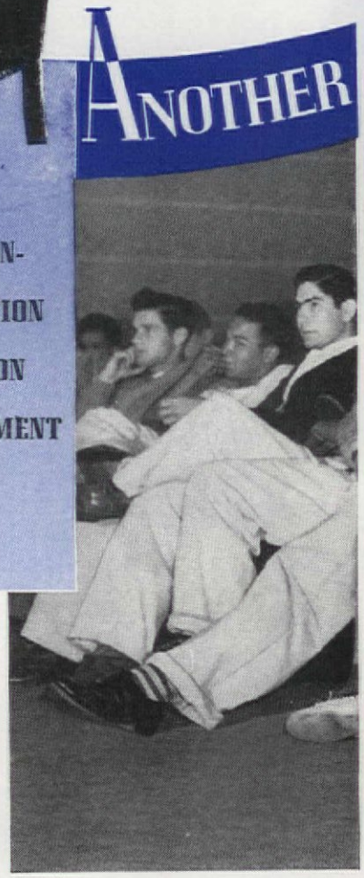
We shall have better schools for better citizens when teachers, administrators, parents, and the rest of us all become as interested in good citizenship as we are in the other phases of America's effort for victory, for peace and for freedom.



Courtesy California State Bar

ANOTHER CALIFORNIA'S COMMON-SENSE CRIME PREVENTION CAMPAIGN IS BASED ON EDUCATION, NOT PUNISHMENT

HENRY E. ASHMUN



"HEY, DAD, what's the difference between robbery and burglary, and what makes it first or second degree?" If your young hopeful inaugurates such a quiz program as that some day, with crime as its central theme, don't be surprised. And if he meets your astonished inquiries with, "But that's a part of our national defense, just as important as tanks and guns and planes," you should be thankful, for he's right!

Why has your boy come home bursting with such questions? Listen: The State Bar of California has launched a program of juvenile crime *prevention* as contrasted with the idea of "cure," in which education of boys and girls in an understanding of and respect for the law plays a major part. The campaign is being carried to the schools by able lawyer speakers under the leadership of Harold H. Crowech, chairman of the State Bar's Committee on Juvenile Crime Prevention. It is built on strikingly sound psychological lines. Instead of being "preached at," the school audiences are being given the benefit of "inside information" about actual cases. Take, for example, the story of Johnny Black (of course that isn't his real name) as told by himself to one of the Committee's investigators. Johnny wasn't naturally a bad boy, but he got to running with the wrong crowd, whose leaders were sophisticated and, therefore, heroes to poor Johnny. They spoke boldly of "pulling off jobs," and offered to let him watch them, assuring him that everything was okay and safe. But, even though he didn't do any of the actual stealing of gadgets from automobiles, when he was picked up he was just as guilty *legally* as if he had led the gang.

Such stories feed the young people's natural curiosity in a palatable and wholesome manner with facts concerning the law, the reason behind it, the manner of its enforcement, its protective value to everyone, including themselves. They bring out the principles underlying

the maintenance of government and of law and order. They arouse interest and prompt numerous questions. One youthful audience fairly exploded with queries about civil disabilities as the result of crime—loss of citizenship, inability to hold public office and civil service positions, etc. Another group was especially interested in criminal court processes, including those of the Juvenile Court. An alert-eyed boy who was building a soap-box automobile to be propelled by a small motor wanted to know if it would be necessary for him to buy and carry license plates. Must he secure a driver's license?

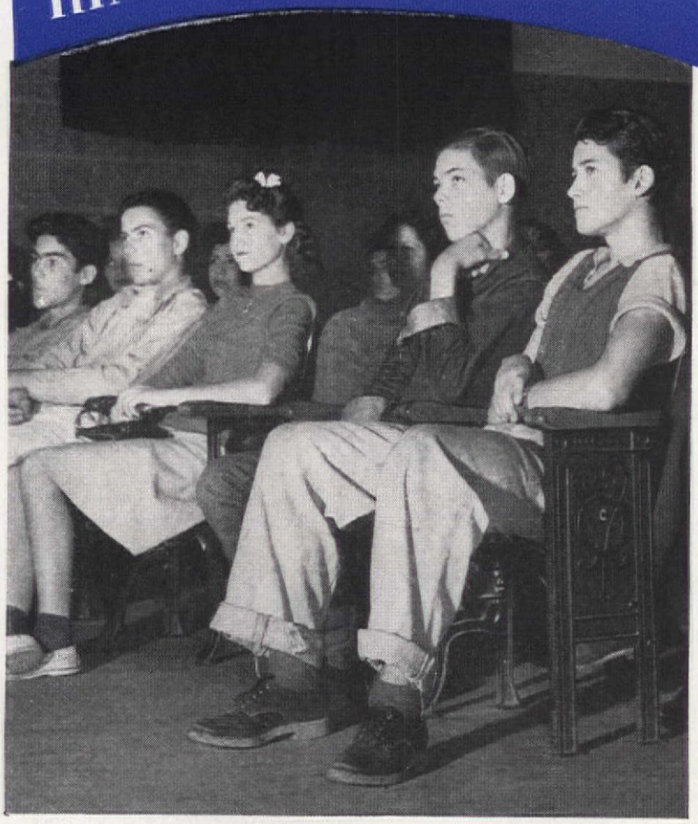
An essential part of the juvenile crime prevention program is the education of parents. Some of this may come through the young people themselves, who naturally take home at least a part of the information absorbed in the school talks and discussions. But beyond this, the program includes systematic presentation of the subject to Parent-Teacher and other groups.

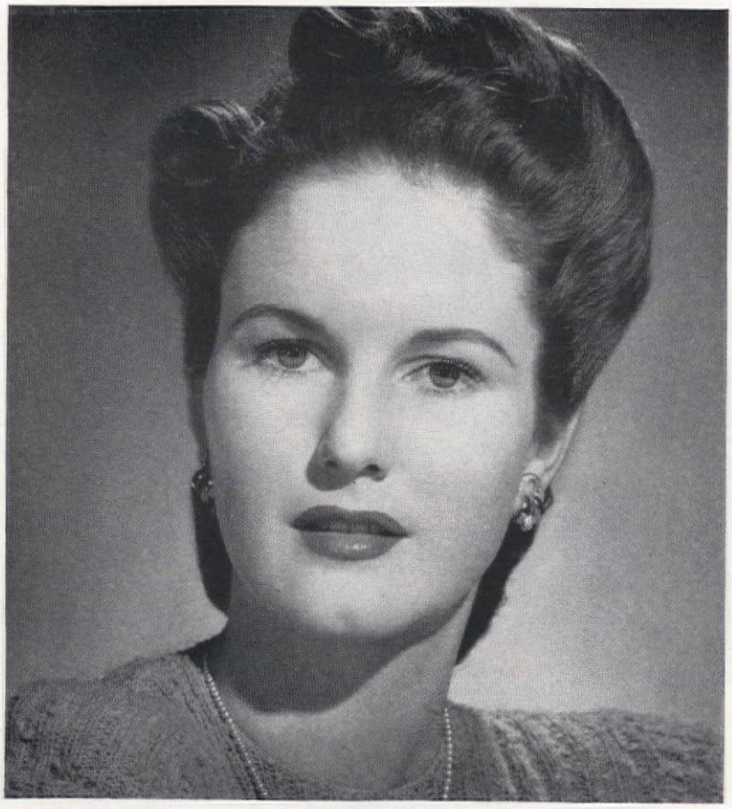
The State Bar's conclusion that in juvenile crime prevention lies one of the chief opportunities for attacking and solving the whole crime problem is backed by a report of the American Law Institute's Committee on Criminal Justice, which shows that youth, though comprising only 13 per cent of our population, is responsible for about 26 per cent of our robberies and thefts. Some 40 per cent of apprehended burglars and nearly half of our automobile thieves are youths. Boys from 17 to 20 commit more major crimes than those in any other four-year group. Worse yet, the proportion of youths under 21 in the total number of persons arrested increased 15 per cent during the last three years. Another point is that crime, while it undoubtedly breeds fastest in slums and poverty-stricken districts, all too often flourishes in good, middle-class neighborhoods.

The proved fact that punishment is often not a deterrent but a stimulant of crime, especially as it brings first or experimental offenders into contact with experienced or hardened criminals, spurs on the attorneys who have organized themselves in this pioneering work. If its harvest is as abundant and successful as it promises to be, the movement will undoubtedly spread until attorneys of every state are systematically and intelligently working to acquaint the youth of the entire nation with law facts that directly concern them.

With the flood of crime stemmed at its chief source, the homes of America will be far safer, the appalling cost of crime in money and in manhood will be infinitely less.

KIND OF DEFENSE





Yes... she was born with a lovely skin

...So were you

Hers is lovely today

.....Is yours?

You can't explain a radiantly beautiful skin by saying, "Oh, she was born with it." That isn't all of the story. You may be sure a beautiful skin is the object of *special* care.

If your skin is not quite what it ought to be today, try giving it the *special* care that thousands of women depend on. With two *special* creams which are *different*—because they contain the famous Phillips' Milk of Magnesia.

PHILLIPS' MILK OF MAGNESIA SKIN CREAM

Used at night this remarkable cream does two things: (1) softens and neutralizes any external acid accumulations in the pore openings; (2) retains moisture in the skin and so helps to keep it soft, supple, free from dryness.

A smooth lasting foundation, too. Phillips' Skin Cream seems to have a special affinity for make-up. It *prepares* the skin—removes excess oiliness or relieves harsh dryness so that powder and rouge go on evenly and *last.*

PHILLIPS' MILK OF MAGNESIA CLEANSING CREAM

This cleansing cream is *different*! It not only absorbs surface dirt but cleanses away accumulations which may lodge in the outer pore openings. See how clean and refreshed your skin looks and feels! *Give these different creams a chance to help your skin.*

PHILLIPS' *Milk of Magnesia* **CREAMS**



Skin Cream 10c, 30c, 60c
Cleansing Cream 10c, 30c, 60c *and* $1.00



DAD...

the man the army left behind

No uniform for Dad in this war. Only double work and strain to keep the family going, to man the civil defense—to send a son away with a smile. For you, Dad, it's all work and sacrifice without a shred of glory.

"To keep the family going" ... that means tomorrow, Dad, as well as today. That means life insurance sufficient to save them from ever becoming dependent. Are you obliged to budget closely—even for the future safety of your wife and children? Then let the Mutual Life representative in your community explain our 4 new, "war economy" policies to help make your premium dollar buy more family security. Remember, premium dollars are patriotic dollars, too.

Our free booklet, "What $10 a Month in Premiums Can Do Today", shows how to make important additions to your family's protection—with a small cash outlay. Write for Booklet A-2.

THE MUTUAL LIFE
INSURANCE COMPANY of NEW YORK

"First in America"

Lewis W. Douglas, *President*

1843 - First Policy Issued • • • 1942 - More than 900,000 Policyholders

34 NASSAU STREET • NEW YORK CITY

Contents &

October, 1942 Vol. XXVIII, No. 5

Cover Design: See page 74

Special Monthly Features

Table of the Month 56
Gourmet and Easy-to-Make Recipes 57
Personal! 70
Homework 90

Children

Our Schools and the Fight for Freedom . . . *William G. Carr* 4
Another Kind of Defense . . . . . *Henry E. Ashmun* 8
Mother, Be Yourself! . . . . . *Rachel Rubin* 23
"Gee, Mom, Them's an Important Collection!" . *Clifford Parcher* 73

Decorating

Rent Gravy . . . . . *Martha B. Darbyshire* 18
Be Your Own Decorator 20
Young Blood and Old Pieces . . . . . *Ruth W. Lee* 26
Just Fifteen Years Ago 27
Not Their Dream House . . . . . *Ethel McCall Head* 48
Without Benefit of Decorator . . . *Louise Milburn Simpson* 52
Getting All You Pay for? . . . . . *Virginia Skinner* 54
Prior to Priorities— . . . . . *Martha B. Darbyshire* 74
The Winstons—Chronic "Fixers" 88

Gardening

Home Gardening in War Time 24
Built-up Flower Beds Are a Boon . . . . . *H. McKenna* 46
What's Your Goal—a Forest Primeval? Useful, Pleasant Grounds? 78

Handicrafts

American Home Flower Print Frames . . . . *Jean Trilling* 67
From Air Castle to Reality . . . . . *Louise Berthold* 68
The Winstons—Chronic "Fixers" . . *Julie and Leon Winston* 88
Homework 90

Homes and Maintenance

What $499 Will Do . . . . . *Charles R. Rosenberg, Jr.* 15
Just Fifteen Years Ago 27
Shekels from Shacks . . . . . *Marienne Miller Cadle* 40
Prior to Priorities— . . . . . *Martha B. Darbyshire* 74

Parties, Food, and Housekeeping

Just Fifteen Years Ago 27
All's Fair in Love and War Bonds! . *Mary W. Van Rensselar* 42
Spice and the War 47
Getting All You Pay for? . . . . . *Virginia Skinner* 54
This Month—a Hearty Buffet for Lusty Appetites 56
Gourmet and Easy-to-Make Recipes 57
One-Dish Meals for War-Time Schedules 58
Quickie Grill 59
On Call for Emergencies . . . . . *John Askling* 60
Slow Down Wear and Tear. III. Bedding . . *Helen B. Ames* 64
Wartime Plus's 82

Important! **Letters requesting information should be accompanied by a stamped, addressed envelope. Manuscripts and illustrations will not be returned unless they are accompanied by the necessary postage. They will be handled with care, but we assume no responsibility for their safety.**

Published monthly by The American Home Magazine Corporation, W. H. Eaton, President-Treasurer; Henry L. Jones, Vice-President; Jean Austin, Secretary. Executive, Editorial and Advertising headquarters, 444 Madison Avenue, New York. Subscription Department, 251 Fourth Avenue, N. Y. Branches for advertising only: 248 Boylston Street, Boston, Mass.; 360 North Michigan Avenue, Chicago, Ill.; A. D. McKinney, 915 Olive St., St. Louis, Mo.; W. F. Coleman, Henry Building, Seattle, Wash.; W. F. Coleman, 300 Montgomery Street, San Francisco, Calif.; W. F. Coleman, 530 West 6th Street, Los Angeles, Calif.

Copyright, 1942, by The American Home Magazine Corporation. All rights reserved. Title registered in U. S. Patent Office.

Contributors



MARTHA B. DARBYSHIRE

BORN in the little town of Washington, Iowa, **MARTHA B. DARBYSHIRE** has lived the last nine years in California. Hobby: three daughters. Took up writing to put them through college. The first year was nothing but static due to a combination of four jobs—at once. To quote Mrs. Darbyshire, "listed according to nerve devastation they were: radio program (wrote script and appeared on program); wrote for motion picture magazines; wrote syndicate newspaper column; ghost-wrote magazine column for notable Hollywood interior decorator. . . "The only grade point for sanity came when I quit all four jobs on the same day and without contact or contract, merely following a yen, a familiar scent, turned to that pleasant pastime of writing about California homes. In between times there are meals to prepare, a rose garden to coax along, and a Victory garden where creeping enemies must be stood off at the point of a spray-gun. There's a book to read, an antique table to refinish and of course —my hobby, the same three daughters, two of whom are out of college. After that, a cat-nap." • • • "Flattered no end by your letter requesting autobiography," writes **WILLIAM J. HENNESSEY.** "After a great deal of research through the family album and heated debates with Madam H. over my most flattering of poses, it was decided that I was hopeless photogenically. Born in Massachusetts, educated at Massachusetts Institute of Technology, a New Yorker by adoption. Married and have two small fry to show for it, Brian, 4 yrs.; Eliza, 5 mo. Architect by profession, have dabbled in newspaper work, magazine writing, and commercial art. Love any kind of work where I can use paint pot or typewriter." • • • Taken ten years ago on a hill in Jerusalem, **RACHEL RUBIN** has since acquired a husband who is an amateur photographer as well as an orthodontist, twin daughters, and a taste for baked beans. The husband's name is Dr. Joseph Kramm Gold, the daughters, Eda Lou and Judith. Born in North Dakota, Rachel went to school between blizzards and hailstorms; was graduated from the University of California, taught school for a brief while, worked on the San Francisco Bulletin, the Hollywood Citizen, and finally the Palestine Post, one of the few English-language dailies in the Near East. • • • **CHARLES R. ROSENBERG, JR.** has had a variegated career in newspaper work, advertising, publishing, teaching, the Army, and the law, which has made him, he says, "a mental jack of all trades—a lawyer who writes, a writer who likes to make legal technicalities easy to understand, a teacher of writing whose students sometimes overshoot the maestro." Mr. Rosenberg claims to have "super qualifications" as an expert on home and family problems—and who are we to quarrel with the father of eight chil-



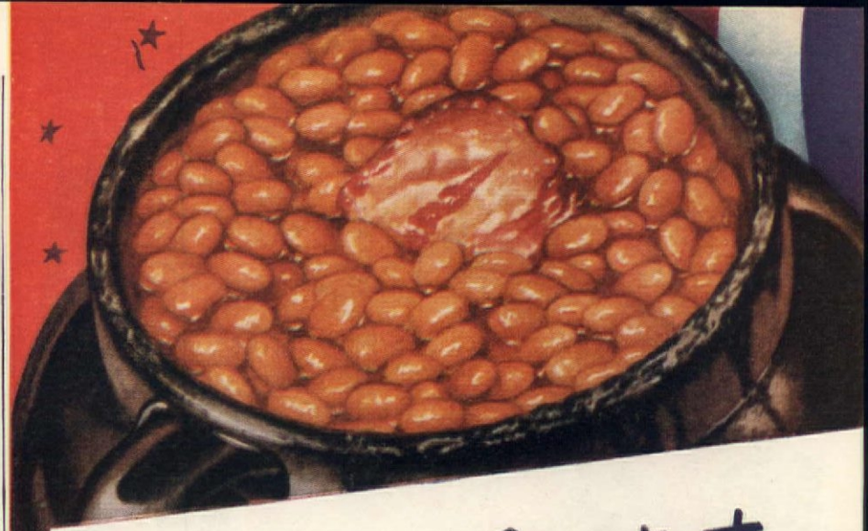
WILLIAM J. HENNESSEY



RACHEL RUBIN



CHARLES R. ROSENBERG, JR.



America's Greatest Time-Saving Meal!

High in food value—body-building proteins, minerals, B vitamins and satisfying goodness—Heinz Oven-Baked Beans taste like the home-baked kind. Save fuss—save fuel.

At the Red Cross All Day—Dinner's On Time!

Mellow, mealy Heinz Oven-Baked Beans with tomato sauce and pork are a trusty standby. Served with small meat balls and cooked carrots lightly browned in butter—they make a one-dish meal that can't be topped!

Supper by Susie—Aged 12!

So simple—but tasty enough to do honor to cooks of any age: a tin of Heinz Oven-Baked Red Kidney Beans heated in a shallow casserole along with 4 frankfurters, 4 cored apples (unpeeled). Bake in moderate oven 30-40 min. till apples are soft, frankfurters browned and beans in their brown-sugar sauce all a-sizzle!

A Hard-Working Man Needs a Hearty Lunch!

"Right as rain" when a man's hungry is a Hot Baked-Bean Sandwich made of rye bread toast, with a slice of corned beef and Heinz Tomato—Sauced Beans heaped on, high and hot. This sandwich-meal needs a garnish of Heinz Dill Pickles!

FOR fine home-like flavor of selected beans really oven-baked—old-time sauces fragrant with spice, tasty zest of the world's best salt pork—serve Heinz Oven-Baked Beans. Grocers still have stocks of Heinz Beans in tin as well as in the new Victory glass jars. Make good use of these foods—to save time, save money—keep your family fit.

HEINZ 57 oven-baked BEANS

This type of food is "Recommended"



Delicious and Nutritious vegetable juice combination

Vegetables — every day? Of course! But most people need more of the garden's rich goodness than they usually get because monotony dulls the edge of appetite. That's why V-8 is most important — its tang adds a surprising zest to eating "what's good for you". V-8's intriguing wholesomeness results from the inspired harmony in which the juices of • lettuce • celery • spinach • beets • carrots • parsley • tomatoes • watercress are combined — and there's just a pinch of seasoning for accent. V-8's pasteurizing conserves vitamins A-B-C, calcium and iron. Drink it, ice cold or piping hot, as one of your daily helpings of vegetables for V-8 is *good food!* In each tempting taste, you'll enjoy the goodness of a whole garden.



V-8 CAROLINA CASSEROLE
Tasty frankfurt sections nest in stout-hearted rice with V-8 to keynote the flavor. You'll love it! From "Tasty Easy-to-Make V-8 Recipes."

V-8 is Distributed Exclusively by the Kraft Cheese Co.

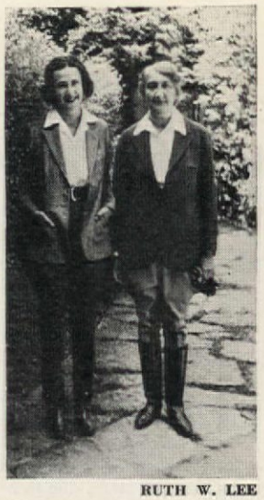
COPYRIGHT, 1942, THE LOUDON PACKING CO.



4 Good Ideas
★ BUY V-8 AT GOOD FOOD STORES.
★ KEEP A GENEROUS SUPPLY ON ICE.
★ ORDER V-8 AT BETTER EATING PLACES.
★ WRITE FOR NEW INTERESTING RECIPE BOOK TO LOUDON PACKING CO., TERRE HAUTE, IND.

SAVES TIN
V-8 COOPERATES BY REPLACING THE POPULAR 12-OZ. SIZE WITH THE NEW 18-OZ. THERE IS NO ADVANCE IN PRICE-PER-OUNCE IN FACE OF INCREASED COSTS

Now more than ever . . . Drink V-8 every day!



RUTH W. LEE



VIRGINIA SKINNER



JOHN ASKLING

dren? One wife, two sons, six daughters (among the girls, by the way, are two sets of twins) qualify him at least as a family man! "Imagine," he says, "being hen-pecked by seven females!" • • • **RUTH W. LEE'S** domestic career started shortly after she was graduated from Vassar. She married her favorite lawyer, George Lee. They started housekeeping in Winnetka, built the English country house they still live in and raised three children. One is now in high school, one in college, the oldest married. Her professional career began in 1936 when she made her first buying trip to Mexico for Carson Pirie Scott & Co., of Chicago. During the following three years, she made six trips by plane to Mexico, buying arts and crafts for R. H. Macy of New York, Strawbridge & Clothier of Philadelphia, Halle Brothers of Cleveland, Barker Brothers of Los Angeles, and The White House of San Francisco. She was a buyer for the A. M. C. and Allied groups, Butler Bros., Montgomery Ward, and Sears Roebuck & Co. Mrs. Lee still has an office in Mexico and imports various other kinds of merchandise. In 1940, with Louise Bolender Mrs. Lee originated the "Merchandising of Home Furnishings" course they have been teaching for the past three years at Northwestern University. For the past two years, she has been "collecting" houses in the Chicago area for THE AMERICAN HOME. The snapshot with Ruth, Jr. testifies to her favorite weekend hobby: horseback riding. • • • **VIRGINIA SKINNER** regrets "that at some time in my life I have not been shipwrecked or at least interned in a Nazi prison camp so that this little sketch might be more interesting to your readers. There has been little drama in my life! Born and grew up as the youngest of three children in a middlewestern town, Madison, Wisconsin, where my father was a college professor. Was graduated from the University of Wisconsin, became a school teacher. In my summer vacations I did what so many other students and teachers were doing in the early 1930's—traveled on a shoestring to Europe, Panama, and throughout the United States. Taught for several years in Northern Wisconsin and St. Louis. Decided to try a business career. For the last six years, supervisor of home lighting for a utility company on Long Island. Interests chiefly domestic. Forever 'fixing'." • • • **JOHN ASKLING** has attended nearly a thousand church suppers so what he writes of church suppers in this issue can certainly be termed "authentic." A graduate with an A.B. degree of the University of Colorado, he attended the New York School of Social Work and the school of Library Service at Columbia University, and thinks of himself as an institution rather than a person. Vocationally he is a public relations councilor. Started as publicity representative for the late Minnie Maddern Fiske. Cheryl Crawford is his enthusiasm in the theatre now. Does publicity for the New Jersey State Federation of Music Clubs, wrote a book column in the Rahway Record for three years, and last winter was music critic on the Montclair, New Jersey, Times. Lectures on food, decoration, and books. Does public relations advising to commercial furniture and paint firms. Politicians, musicians, and actors don't seem to mind paying him to advise them what to say and do, and wear, etc. Now employed by the Ordnance Department of U. S. Army as Librarian of the Publications Division at Raritan Arsenal.

MRS. JEAN AUSTIN, Editor

CHARLOTTE E. CONWAY, Associate Editor
ROBERT S. LEMMON, Associate Editor
ELEANORA SENSE, Food and Nutrition Editor
MARION M. MAYER, Managing Editor
E. L. D. SEYMOUR, Horticultural Editor
LYNN GIVEN, Feature Editor
MARGUERITE LOCKE, Household Equipment Editor
Address decorating inquiries to MARY E. MONZE; entertaining to LYNN GIVEN

Your Check List ✓

- ☐ American Home Book for Brides (#101) 5c
- ☐ The Vitamin Health Parade (#103) 6c
- ☐ Shrewder Buying of Staples (#104) 6c
- ☐ Shrewder Buying of Canned Goods (#105) 6c
- ☐ Shrewder Buying of Meats (#106) 6c
- ☐ Consider the Kitchen Kettle (#122) 6c

Send stamps and please order by number and title from
THE AMERICAN HOME, 251 Fourth Avenue, New York City

Our New HOTPOINT ELECTRIC KITCHEN Is Just Around the Corner...

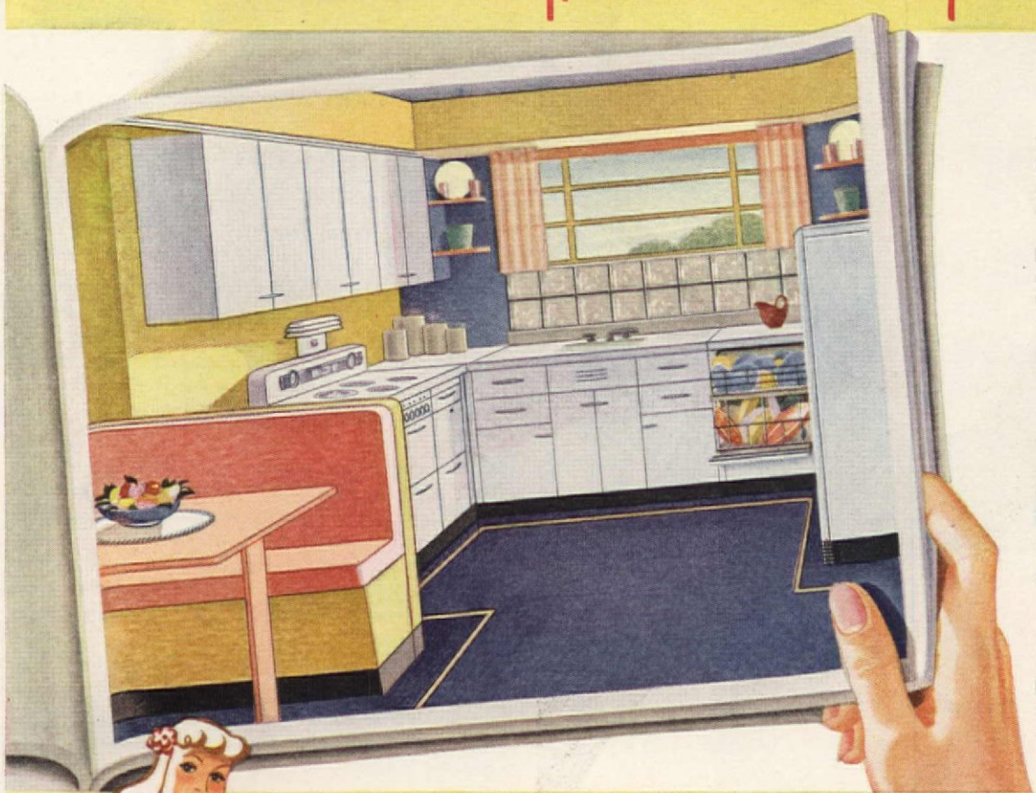


EVERY DOLLAR I spend for War Bonds gives me a great big thrill of satisfaction! I figure I'm not only helping win the war but hastening the day when I'll be able to own the kitchen I've always dreamed about—a Hotpoint Electric Kitchen like Jane's. You can't *imagine* how much actual time and work it saves her every single day—how amazingly easy it is to keep clean—how delightfully cool it always is!

. . . and Boy, It's a Beauty!

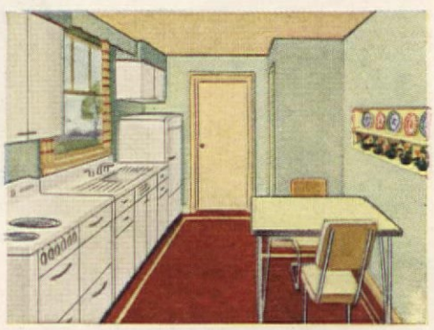


The cost of a Hotpoint Electric Kitchen averages about 10% of home-building costs.



I never realized that a practical Hotpoint Electric Kitchen could be so handsome! It's certainly a beauty—every gleaming inch of it! And best of all—it costs far less than we ever thought!

FOR A $6,000 HOME—The Colonial Kitchen (left), complete with Hotpoint Range, Refrigerator, Electric Dishwasher, Sink and Hotpoint Steel Cabinets, costs so little many $6,000 homes enjoy them.

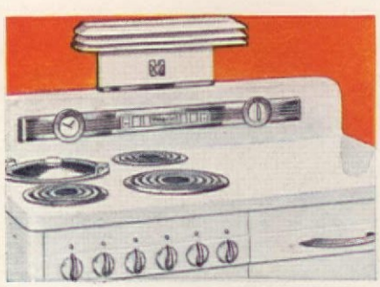


FOR A $4,000 HOME—The Sunset Kitchen (above), typical of *thousands* installed in low-cost defense homes, is equipped with modern Hotpoint Range, Refrigerator, Hotpoint Sink and Steel Cabinets.



We'll All Enjoy These Wonderful Electric Appliances

BUY WAR BONDS TODAY—ELECTRIC KITCHENS TOMORROW



● There'll be no more guesswork about my baking when I have a thrifty, accurate Hotpoint Electric Range! And cooking the clean electric way means the air will always be absolutely fresh and free from fumes!



● Foods will stay fresher far longer in my Hotpoint Electric Refrigerator. That's an important economy! And think of the savings we will make by buying food in quantities!



● Even the children can operate a Hotpoint Automatic Electric Dishwasher and Disposall. A flick of the switch and dishes are washed clean—food wastes flushed away.

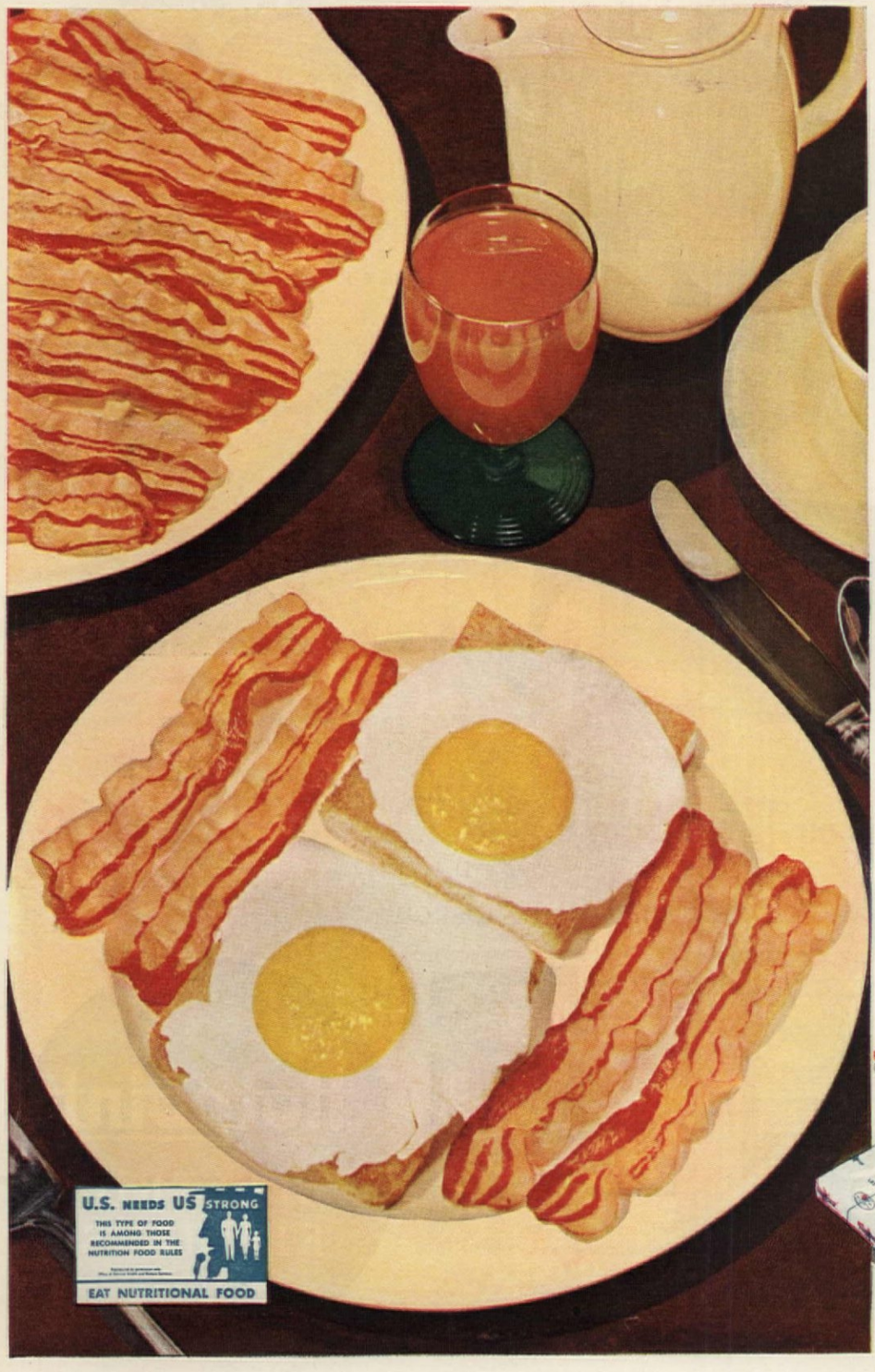
Hotpoint
ELECTRIC
KITCHENS
★ ★ ★

EDISON GENERAL ELECTRIC APPLIANCE CO., INC., 5615 W. TAYLOR ST., CHICAGO, ILL.

Wake up to America's finest bacon

-mellowed in fragrant hickory smoke!





So tender, sweet and mild, Armour's Star Bacon is a flavorful treat for any meal!

Simple meals . . . but filled with hearty, fine flavor! That's what folks want today. And every tender slice of Armour's Star Bacon is a flavor-dream come true! Sugar-cured in Armour's secret way . . . made deliciously tasty by slow-smoking over hickory and hardwood fires!

No other bacon can match all its delightful flavor advantages! There's more flavor from the start — because only the *choicest* bacon sides are selected for Armour's Star. Then it's sugar-cured in Armour's exclusive way that heightens flavor — minimizes shriveling in the pan. And whenever you choose Star bacon, you get the exact degree of that hickory smoke flavor you like — for the smoking is done under stop-watch control!

For breakfast, luncheon or dinner — whenever you want to add fine flavor to the meal . . . choose Armour's Star Bacon. Keep it on hand to give a lift to left-overs, for snacks and meal-time emergencies.

For Greater Enjoyment, Cook Bacon This Way — says *Marie Gifford*, Armour's Home Economist

Place strips in a *cold* frying pan and fry until crisp but not brittle, turning often and pouring off fat frequently. And tomorrow . . . delight your family with this breakfast treat of hickory-smoked Star bacon with eggs!

© ARMOUR AND COMPANY



Armour's STAR MARK Bacon

At your dealer's — in ½-lb. Cellophane and Layer Packs — also in Slabs



What $499 Will Do

Sketches by William J. Hennessey

CHARLES R. ROSENBERG, JR.

AS WE go to press (though WPB changes come fast these days) you may remodel, but the cost of the job must be less than $500, and that's all you can spend in a twelve-months' period. If this limit seems pretty low, it will at least have the effect of putting you on your mettle to get the most out of every one of the 499 dollars you *can* spend. And while you're thinking about the situation, remember that Federal Housing Administration *loans* for essential repairs that do not change structural design, and for maintenance of sanitation and health standards, are eligible either within or without defense areas without further authorization. In the case of such transactions it is assumed that the borrower has or can obtain the necessary materials for carrying through the work.

Actually, the governmental limit is not as cramping as it sounds. There's no limitation on the amount you may spend on maintenance for, and repairs to, your home, and no governmental authorization is required for such work. As defined by the War Production Board, "maintenance" means the upkeep of a building or structure in sound working condition, and "repair" means the restoration, *without change of design,* of any portion of a building or structure to sound working condition, when such portion has been rendered unsafe or unfit for service by wear and tear, damage or other similar causes. The only curb on that sort of work is the availability of labor and materials.

The $499 limit has been placed on residential "construction" which, under the Government's interpretation, includes the erection, construction, remodeling or rehabilitation of any building or structure, or additions or extensions of it, but not maintenance or repairs. The phrase, "without change of design," is worth noting. If the job you contemplate would change the design of the house, even slightly, the Government would consider it construction or remodeling and hence subject to the $499 limit. Moreover, even a job that does not change the design of the house is classified as "construction" if it does not constitute "maintenance" or "repairs" as defined by the Government. For instance, while the paneling of your living-room or dining-room walls would not change the design of the house, it would constitute remodeling, subject to the $499 limit unless, perhaps, it was done to restore cracked or broken walls.

If your plans contemplate both repairs and alterations, the job may have a two-fold status. That part of the work that is honestly and legitimately maintenance or repairs may be done without cost limit, but the alterations themselves must cost less than $500. Replacement of a worn-out floor would obviously be maintenance or repair work, but the build-



ABNER H. FERGUSON, ***Commissioner***
Federal Housing Administration

"Congress envisioned in the new amendments (to the National Housing Act) a halt to mere luxury repairs and home beautification. But this does not imply a wasteful scrapping of America's investment in property. On the contrary, sensible and necessary maintenance that keeps homes and business property in good working condition will be continued"

ing of a new fireplace in the same room would be new construction unless it replaced a fireplace too decrepit for further use.

It's surprising, really, how many worth-while and comfort-promoting alterations you can make in your home for less than $500—especially if you are at all clever at cutting cost corners. For example, any of three very popular home improvement alterations can be completed for less than $500, in most instances: a porch of ordinary dimensions can be enclosed attractively and comfortably under $500; a basement or game or rumpus room shouldn't cost more than $499; and an "extra room" in the attic can be fashioned from wallboard within that cost limit.

NEED MORE SPACE? You could build an additional room on the house, depending on the room size, the construction and materials used, the kind of foundations needed and whether or not a cellar is dug or the present cellar extended under the new room. You'll need a builder who knows the money-saving "tricks" to help you figure it out. Perhaps, instead of enclosing the present porch, you'd rather tear it down and build a new one in a different location. That, too, may be a possibility for you to put through at a total cost of the allowed $499, or even less.



Insulation of walls and attic, or the addition of weatherstripping or storm sash and doors, is a project that may be completed at a cost under $500. Of course, other things being equal, the cost of insulation depends on the size of the house. If the whole house cannot be insulated within the price limit, you can insulate those walls most exposed to wind and storm, up to $499 worth. Insulating, storm-sashing and weatherstripping are patriotic jobs in war time, for they save on heating fuel and help to relieve the strain on fuel oil and coal supplies for domestic use.

Outside the house there are numerous jobs that can be done for $499, or less, apiece. A thorough inspection of the exterior of your home may suggest important construction items within the $499 limit. If the outside walls look pretty sad, for instance, you could replace or cover the facing with composition or shingles or siding, stucco, brick veneer or some other attractive and serviceable material. If such work on the exterior develops as a repair job within the Government's definition, there would be no limit on it at all. Probably in most cases the re-roofing of a house would be classed as maintenance or repairs, and therefore not subject to the new-construction cost ceiling; and of course a painting job, whether outside or inside, very frequently falls into the same category. Good, properly chosen paint, of course, is an excellent preserver of the material to which it is applied—and preservation is recognized as a patriotic keynote these days. So when you think of paint, don't view it merely as a colorful toner-upper, invaluable though it is in that rôle!

ABOUT THE BUILDING ITSELF. Would a new dormer or a new bay window improve it? Perhaps a new entrance may be the thing it needs. Window shutters may be another desirable addition, or glass blocks may solve a lighting problem. One or more such jobs can be brought within the $499 cost total. Inside, the rebuilding or "reorganizing" of a room is an interesting possibility. The making of an archway between living room and dining room to create the illusion of space, or the throwing of the two rooms into one, is ordinarily not an expensive renovation. You might also build an attractive and convenient corner cupboard in the dining room or the "combined" room. If your household arrangements and needs contemplate the simultaneous but separate use of dining and living rooms, the hanging of French doors between the two rooms may be an inexpensive and Government-sanctioned solution of the problem.

Because the reorganization of the kitchen holds so many possibilities of increased utility and convenience, that much-used room is the logical candidate for rebuilding in a great many homes. The installation of new cabinets and cupboards, the relocation of sink and range, the creation of a dining alcove, refurbishing with wall coverings, tile, structural glass, etc., are familiar elements in improving kitchen efficiency. A kitchen not unusually large or pretentious can be rebuilt, ordinarily, for $499 or less.

And the bathroom! Would you like to lift its face with tiles, waterproof wall covering, a new floor surface, or such new fixtures and accessories as may be available? In many instances such improvements could not be classed as maintenance, and therefore would have to be done within the $499 cost limit. But you can do a lot of room face lifting

with that amount of money if you give some serious thought to it!

"Can a complete house be built if its total cost is less than $500?" was one of the questions recently put to the War Production Board. The answer was "Yes." Perhaps a small week-end cabin in the woods could be built for that, especially if the construction were light and the materials inexpensive. The cost of the ground would not have to be included in the $499 total, for that has nothing to do with materials.

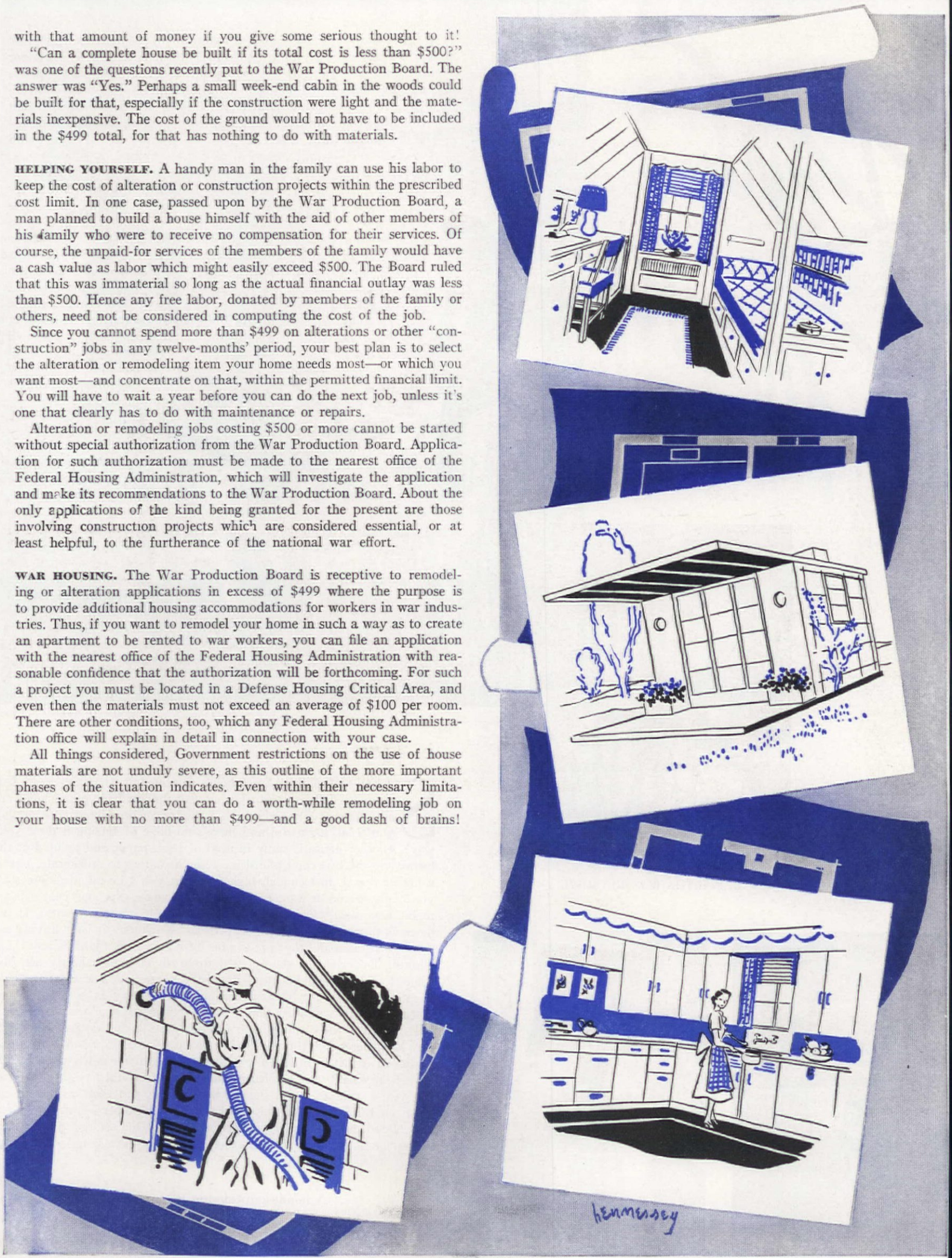
HELPING YOURSELF. A handy man in the family can use his labor to keep the cost of alteration or construction projects within the prescribed cost limit. In one case, passed upon by the War Production Board, a man planned to build a house himself with the aid of other members of his family who were to receive no compensation for their services. Of course, the unpaid-for services of the members of the family would have a cash value as labor which might easily exceed $500. The Board ruled that this was immaterial so long as the actual financial outlay was less than $500. Hence any free labor, donated by members of the family or others, need not be considered in computing the cost of the job.

Since you cannot spend more than $499 on alterations or other "construction" jobs in any twelve-months' period, your best plan is to select the alteration or remodeling item your home needs most—or which you want most—and concentrate on that, within the permitted financial limit. You will have to wait a year before you can do the next job, unless it's one that clearly has to do with maintenance or repairs.

Alteration or remodeling jobs costing $500 or more cannot be started without special authorization from the War Production Board. Application for such authorization must be made to the nearest office of the Federal Housing Administration, which will investigate the application and make its recommendations to the War Production Board. About the only applications of the kind being granted for the present are those involving construction projects which are considered essential, or at least helpful, to the furtherance of the national war effort.

WAR HOUSING. The War Production Board is receptive to remodeling or alteration applications in excess of $499 where the purpose is to provide additional housing accommodations for workers in war industries. Thus, if you want to remodel your home in such a way as to create an apartment to be rented to war workers, you can file an application with the nearest office of the Federal Housing Administration with reasonable confidence that the authorization will be forthcoming. For such a project you must be located in a Defense Housing Critical Area, and even then the materials must not exceed an average of $100 per room. There are other conditions, too, which any Federal Housing Administration office will explain in detail in connection with your case.

All things considered, Government restrictions on the use of house materials are not unduly severe, as this outline of the more important phases of the situation indicates. Even within their necessary limitations, it is clear that you can do a worth-while remodeling job on your house with no more than $499—and a good dash of brains!



Rent Gravy





Photographs, Maynard L. Parker

A HOLLYWOOD STORY ABOUT THE BURNS

by MARTHA B. DARBYSHIRE

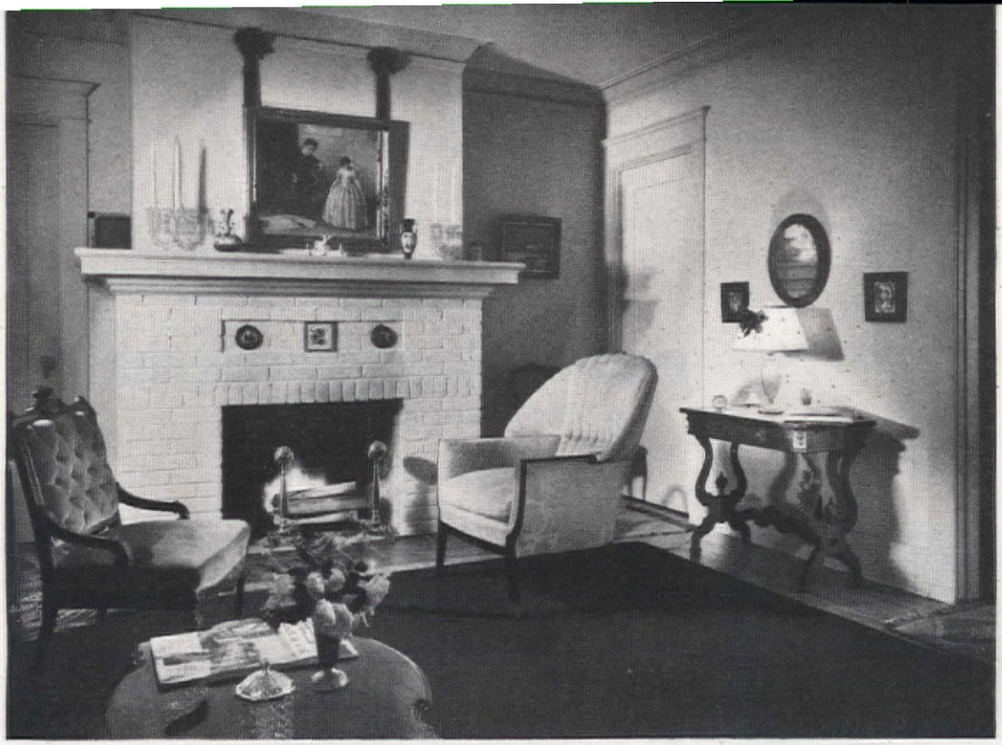




SO YOU'RE looking for a house to rent, but what you want as a home background and what most of the available houses offer are as unlike as night and day! This house has been lately redecorated, you think it's awful and there's no hope of getting it done your way? Another house is sadly in need of fresh paper and paint, but the owner says he just can't afford it . . . or he agrees to redecorate, but at a higher rental, just enough higher so that you'll be paying more than you really should or want to pay. . . . Five years, even one year ago, we might have said, "Oh, well, what's $10 or $15 more a month? If the house is the way I want it, it's worth it." Not today it isn't. Living expenses and taxes and the urge to save have increased mightily, and those additional overhead costs we used to brush off nonchalantly are just where to start a curtailment. What if the house isn't just what you had in mind? Is it in a good neighborhood, near work? Is it, for a rented house, fairly presentable? And is it a rent you *can now afford?*

If it's all of those things, you'd better grab it, and do just what Mr. and Mrs. Berend J. Burns did about a house in Hollywood, California. It was an attractive little white cottage, just right for newlyweds. Inside, though, it wasn't very inspiring, and the Burns could have afforded, on last year's scale, to pay a slightly higher rent. But they wanted to cut down on this item, and they talked it over with Mrs. Burns' mother, Mrs. Bendean, who sagely counseled them, "Don't forget that you're seeing the house filled with the present tenants' furnishings. When you

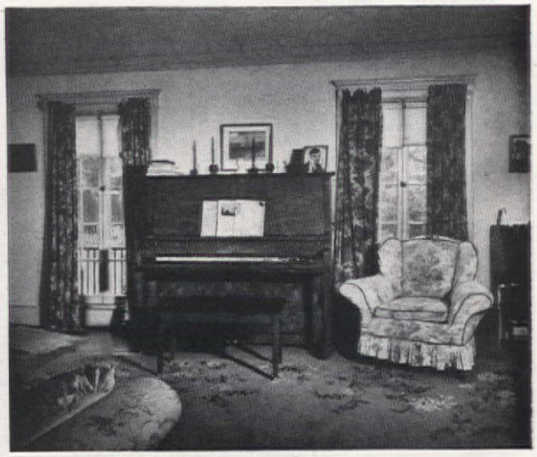
A nondescript dining room comes to life with paint, wallpaper, and a few deft touches; a kitchen in gray gloom now sparkles lemon yellow cheer; and old-style plumbing takes to polka dotted cover!



Same fireplace, before and after the Burns. Ice-blue walls for their antiques, refinished and re-upholstered in coral and turquoise







Same room, again, before and after the Burns. Graceful cornices and draperies add needed width to this end of the room

get your things in, with your taste and a few cans of paint, it will be a different place."

They rented the house, and went to work first on the living room. A monstrous shiny red painted fireplace was put back in the wall, so to speak, with antique white paint, rubbed off. They painted walls and woodwork ice blue. Cornice boxes, sawed and scalloped at a mill for 40 cents each, were put together by Mr. Burns and painted to match the woodwork. Mrs. Bendean papered the small dining room with dusty rose paper obtained at a sale. The doors of the corner cupboard were removed, and replaced by a fitted scalloped mold (the before and after pictures on the previous page prove what *this* did for the room). The white dining-room table and chairs, loot from an auction, were rejuvenated with a brown mahogany top for the table and seat covers of white chintz with a bright nosegay pattern. Twin rugs in living and dining rooms are blue.

The bathroom, the derelict of the house with its old-style plumbing, now has loads of style. Mrs. Burns did the whole room herself, making skirts for the tub and the lavatory of brown and white polka dot percale. The skirts snap on and off like dressing-table skirts. Yellow paint, in two shades, took care of the walls. The kitchen, too, emerged from its old gray gloom with lemon yellow paint and floral chintz ruffles. The sink counters and splash were sanded down and painted the color of the walls, and given an alcohol finish, to withstand wear and tear.

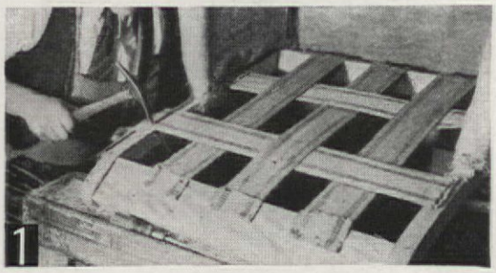
Had the owner done this rejuvenation in advance, he could easily have got $10 a month more. Instead, Mr. and Mrs. Burns figure that in a year they will be about $100 ahead of where they would have been had the owner made the improvements and charged them more. With it they've created an emergency fund, which they call, proudly, "Rent Gravy."



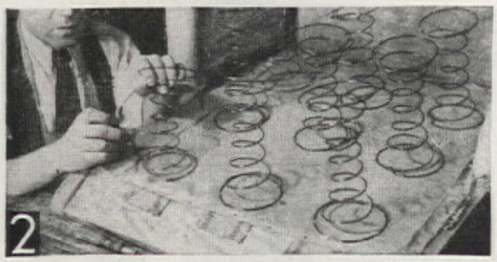




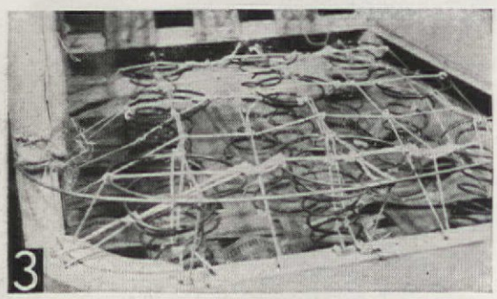




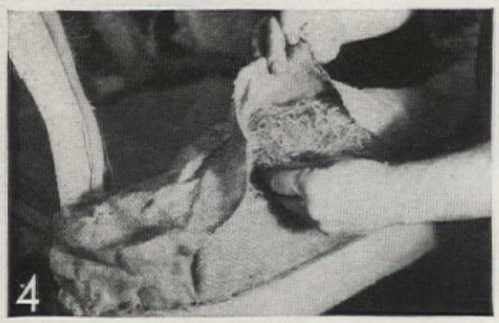
Interweave webbing, turn back ends and tack down. Using a wooden lever with protruding nails, pull it taut



Place springs evenly apart, and sew to webbing with strong thread. Note protective cover over the webbing, through which the springs are sewed

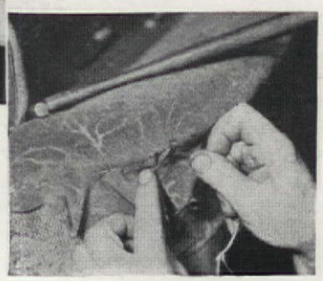


Lash seat springs with heavy cord, and guy to frames. Tie springs with non-slipping knot at each crossing, and drive two heavy upholsterer's tacks into frame through end of cord



Loose-cushioned chairs need the front of the cushion base built up with a strong ridge to protect the frame. This welting can be made by strongly sewing straw or horse hair into a burlap cover





Note that the burlap ridge cover is next stitched onto the burlap, covering springs. Padded with cotton first, the seat ridge is then covered with fabric, which has been sewn to flannel that is to cover spring padding. This seat ridge fabric can now be sewn to burlap. Tack neatly to arm frames, pulling taut



SAVE *is the theme—*

Sophistication is the result!

CONSERVATION combined with good decoration and economy is what we have here, dear readers. And it's *news*. You don't need forty yards of new material to do your room a good turn, nor will your budget squirm over these changes. That tired furniture can look young again with just these easy "twist of the wrist" tonics, and if only parts of your furniture are worn or soiled, so much the better. We'll cover just these places! It needn't *look* as though you were conserving both material and money, as indeed you will be, but can be smart as all get-out, as we prove on these pages.

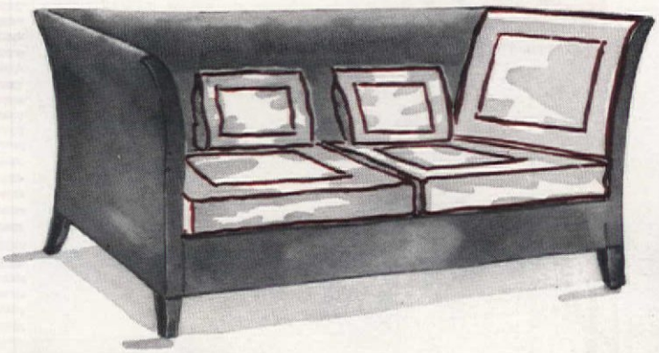
Those greasy smears on your sofa, where weary heads have rested, can be hidden by popping scalloped, quilted antimacassars over them. The skirt done to match will hide unsightly legs, perhaps replace some forlorn pleating. Maybe it's the seat cushions on your sofa that need attention—see how attractive a contrasting material can be when used for them. And even if you need to recover the whole front section, you have only to look at the striped



BE YOUR



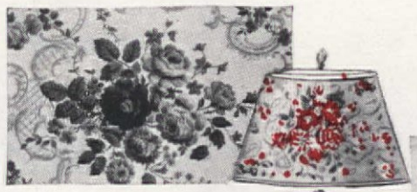




sofa on the opposite page to see how smart that can be. You're still saving on all the material you would have needed for the arms and the back—and there is no end to the many variations possible.

But your problem is chairs? Very well, that pierced shield-back you just can't stand to see another minute can be made as attractive as a glamor girl. Green stripes did it for us! And who'd believe an ordinary Windsor chair could be so gay, so charming, so comfortable? Victorian at its grimmest will be brightened up perceptibly when you tie this gingham bib and tucker on! And if the chair's "innards" are in bad shape, the photographs give you step-by-step directions for reupholstering it.

J. JULIUS FANTA, who sent us these pictures, says it can be done with one day's work, and at a cost of about five dollars for





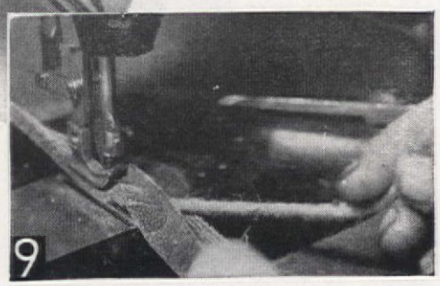
Lampshades in either fabric or wallpaper give equally successful results

Sketches and ideas on these pages,
H. Cobbett Williams, K. Louis, Mrs. Hermia Rogerson

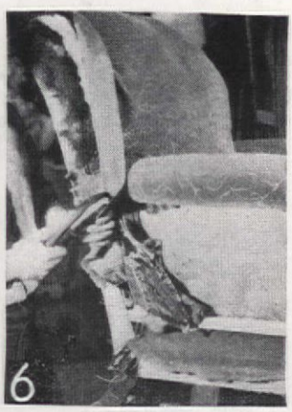


own Decorator



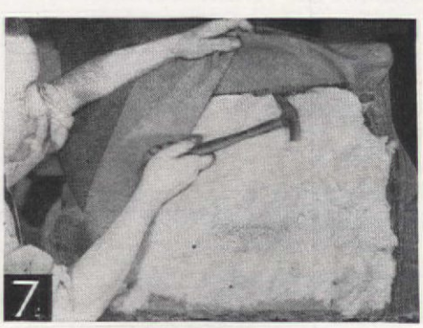




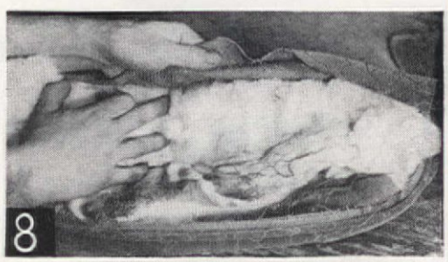


Horse hair and cotton padding for back and arms are smoothed by pulling fabric tight. Fore edges of arm fabric are tacked, and covered later with separate panels. Inside arm covering tacked to outside frame

A strip of three-quarter inch cardboard is tacked to edge of outside arm fabric panel to form a straight neat fold. Be sure sides are generously padded with cotton batting



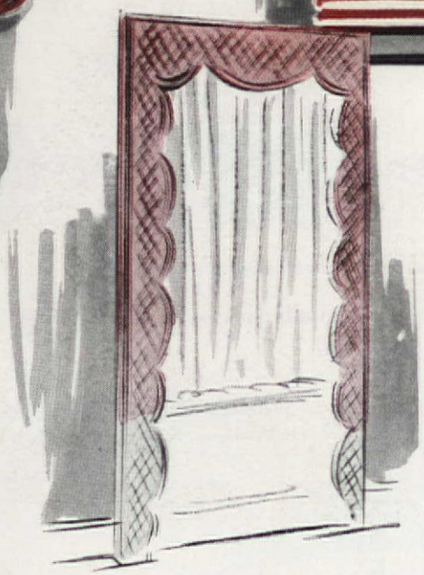
Cord trimming is made by sewing cord into two-inch fabric strip which is folded lengthwise. Note that it is sewn closely to cord



Pad the seat springs well with horse hair and cotton and push into fabric seat covering. Make sure that all the corners are well stuffed. This can be done most easily by poking pieces of cotton into the hollows with a stick. Then sew opening, and the job is done!







JOIN OUR save-and-be-gay-about-it CAMPAIGN!

a chair like the one illustrated on page 20. That's a well-worth-while job, surely.

Let's go on to wallpaper or fabric and convert your lampshades into miracles of smartness and prettiness. It takes so little of either one, and is so worth the effort, that you can't afford not to do this. We have made the same type of shade in both wallpaper and fabric, proving that both are equally effective.

Then, you say, what about draperies? What can one do about conserving and beautifying these? Oh, but that, too, can be done. A Mexican earthenware jug, for instance, filled with greens, or fresh or artificial flowers, is one way to glorify a window and with this see how little fabric you need! Strips of candy striped wallpaper mitred around a window can be a stunning treatment. If there's a trim, run the paper right over it. A flower pot, treated this same way, is an amusing finishing touch. A shaped window frame is always dramatic and ours is quilted, very saving of material, since you need no draperies with it. Conceal a black roller curtain behind it, and you have an excellent blackout treatment. And if even these economical solutions are too great a strain on your budget, sew onto your old hangings stripes of the widest cotton rope or cable cord you can find, ravel the bottom ends and stitch, for that professional fillip.

Even dressing tables or bedspreads don't baffle us, for there's a way to save and beautify here, too. Look at that quilted cutaway overskirt for your dressing table—it will revive any limp cover. Or the scalloped covers for the tops of your spread and vanity table. Make them in a contrasting color of pique or any cotton fabric. If the hemline of your organdy or dotted swiss is ragged, just sew on a narrow band to match the new top. Oversized buttons sewn into each scallop will add to its charm.

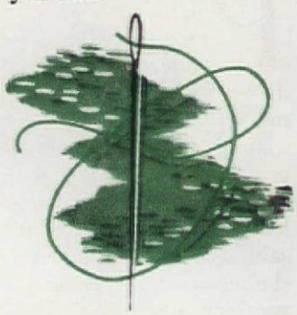
And while you're in this *out-to-beat-gloom-and-save-too* mood, have yourself an inside garden right on the old ivory mantel! A tier of narrow glass shelves, pyramided with pots of good old hardy philodendron or what have you. Paint the pots with stripes that accent your present color scheme. Your pride when you have finished will be pardonable and deserved for you will have done more than just help yourself. You will have contributed your share—in conservation of materials, in boosting home morale. And what can be more important?

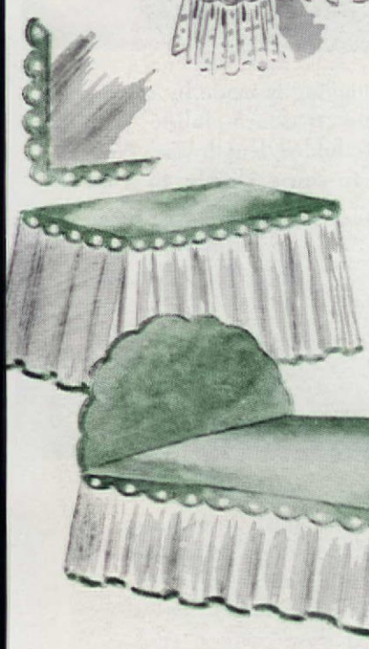


Bedrooms discover they can be feminine and attractive without yards of frills











COMING SOON:

HOW TO DECORATE YOUR FURNITURE

Mother be Yourself!

RACHEL RUBIN



Photographs, H. Armstrong Roberts

They'll remember the fun you had together, your gay laughter, long after they've forgotten missing pantie buttons and rigid routine, your efforts to be the "ideal" mother

PENELOPE is a bright young woman and a conscientious mother. She reads reams of advice on how to bring up children. Yet she is in a constant dither, and so are her children. Why should motherhood be such a formidable task?

In Penelope's subconscious mind there lingers some remnant of a notion, hangover of a more romantic age, that motherhood is a hallowed state surpassed in virtue only by sainthood. She doesn't know it's there. In fact, she affects a very casual, offhand manner in speaking about Dick and Jenny. Yet she is acutely conscious of her imperfections as a mother, which are reflected in the imperfections of her children. How do we know? By her avid, feverish search for the magic formula, the mystic hocus-pocus which will transform Dick and Jenny into paragons of childish virtue, proving her to be an ideal mother.

Penelope reads an article by a college professor stating that routine is the *sine qua non* of a child's life. *"That's* the secret!" gloats Penelope and drops everything in order to give Dick and Jenny their orange juice on the stroke of ten. If the family goes on an outing, she doesn't enjoy it—and neither does anyone else—because Penelope keeps worrying about getting back in time for the children's supper. She falls into bed, exhausted by her struggle with the clock and the children's cussedness.

Six weeks later a new theory bursts like a rocket into her painfully ordered world. Routine, it has been discovered, makes a child inflexible. Confused but still conscientious, Penelope executes an about-face—so promptly that Dick and Jenny don't know what to make of it. On Monday they have lunch at eleven-thirty. On Tuesday there is no sign of food until half-past-twelve. Wednesday they are allowed to stay up late to romp with Daddy, Thursday they are rushed off to bed. From a rigid, routine existence they have been tossed into a chaotic maelstrom in which anything may happen—and does. What wonder that Dick becomes sullen and obstinate, and Jenny develops a capacity for tantrums?

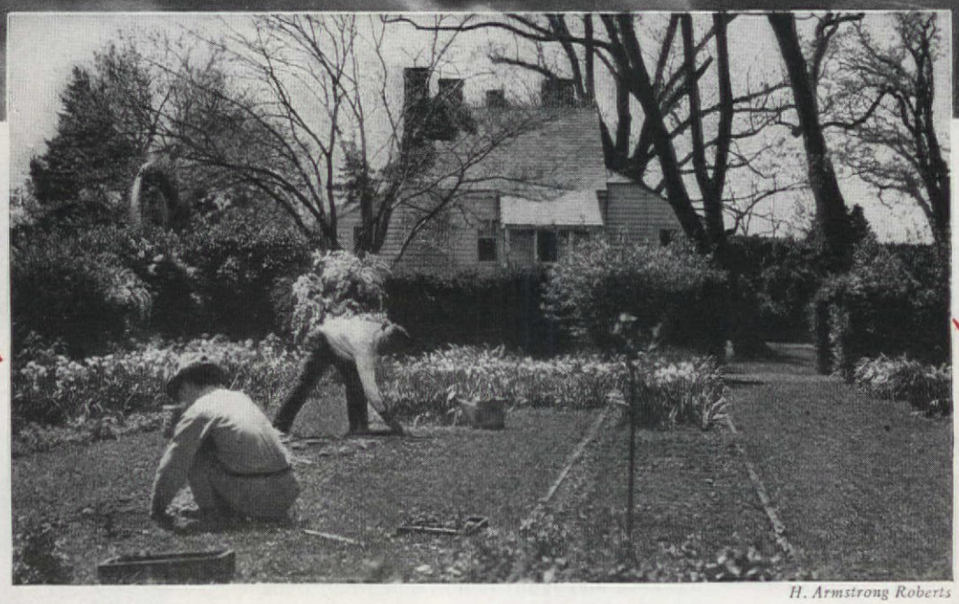
Now Penelope could save herself and her children no end of trouble if she would simply relax and follow that motto, "Be yourself!" A mother, consciously using a "technique," is a mother charged with tension, the worst medicine in the world for children—those emotional barometers. We mothers must live up to the best of which we're capable, *each in her own way*. If it makes you happy to run your family in a highly efficient manner, do so. Your small Sue will absorb the atmosphere of contentment along with a sense of order. But if you are the impulsive type, and don't always fall in with routine, don't try to cramp your own style.

Children learn early to adapt themselves to their parents. It is only when parents try to change themselves into spotless leopards that they run into serious trouble. So relax, Mother—Daddy might appreciate that too!





HOME GARDENING in WAR TIME



H. Armstrong Roberts

F.P.G., from T. A. Evanson

MUST BE:

1. Subordinate, secondary to one's job and one's civilian defense work
2. Fun, pleasure, recreation—so that it will help build morale
3. Unselfish—a part of the common effort for the common good
4. Resourceful—so as to accomplish the most with the least demands
5. Sensible—with balanced emphasis on its utility and its beauty
6. And it may have to be somewhat systematized, even regimented

THE Victory Garden Program of 1942 is drawing to a close. Its extent and success, notwithstanding a late start and some early confusion, surely make it unnecessary at this time to say anything more about the importance of home gardening as a vital phase of the war effort. Right now we are thinking of next year, when the big task will be to capitalize on the gains made this season; when, we hope, further and even greater progress will be made toward building "an enduring interest in gardening of all kinds." Obviously, gardens in 1943 will be wartime gardens. But what does that mean? What should wartime gardening be and do?

1. Like all peacetime activities, it must be kept subordinate to anything that is essential to the winning of the war. One's job, for instance, whereby a living is made, a family supported, money obtained to pay taxes and keep the nation's business and its management going; also one's responsibilities as a citizen in the field of civilian defense and community protection. Home gardening is, after all, an avocation, not a means of livelihood. If it involves specialties, hobby plants that require extra care, shelter, artificial heat, etc., these may have to be curtailed, interned, perhaps even sacrificed for the duration. Which is no criticism of their intrinsic worth, but simply a clear-eyed recognition of their relative importance under wartime conditions.

2. There is, indeed, no finer recreation than gardening—but to serve in that capacity it must be fun, it must be enjoyed, it must bring change and relaxation even though accompanied by healthy sweat and occasional tears over pest damage or weather vagaries. As a mere chore—or, worse, a bore—its spiritual uplift value falls off rapidly and it may actually do more harm psychologically than can be offset physically by the food and flowers it yields. Having a Victory Garden or cultivating a plot in a community garden as a patriotic duty is not necessarily or always the same as gardening for fun. If it is, so much the better.

3. A garden is essentially a personal thing, one's own. But in wartime, gardening, like everything else, must become unselfish, a part of the common, national effort for the common welfare. It may therefore necessitate soft-pedalling or giving up some particular bit of work or research that can benefit no one but yourself. It may mean volunteering to take over the routine and unexciting care of a neighbor's lawn and grounds because he is away in the armed forces and his wife is doing extra Red Cross duty. Or the organizing and directing of a corps of youthful volunteers pledged to see that all the hedges in your block are correctly trimmed at the right time; or that some vacant lot is cleared of a poison ivy or other weed menace before it can spread and infiltrate the gardens of the neighborhood

4. Gardening is always a challenge to the wits, but in wartime the need for ingenuity and resourcefulness becomes infinitely greater. Already priorities and shortages have begun to affect available supplies of garden tools,



©F.P.G.



H. Armstrong Roberts

Back of the yields and the healthfulness lies the fun of gardening



Ewing Galloway

Clipping a neighbor's hedge, not riding one's hobby, is unselfishness



Free Lance Photographers Guild

fertilizers, spray materials and some seeds. So it is clearly every gardener's duty to: (1) Take better care of his implements than he ever did before; keep them sharp, oiled, in good order and out of the rain or sun when not in use. (2) Keep track of the scarce materials and make every effort to use substitutes. Agricultural experts, industries and dealers are cooperating in the search for new and equally effective methods and materials, so consult them often and follow their recommendations. Perhaps you are ingenious and can turn discarded remnants of obsolete machines into new labor- and time-saving devices—which is even better than turning them in as salvage. The soil mixer and sifter, illustrated at the right, as made by Harry S. Gordon of Utica, N. Y., out of an incinerator basket, some ancient sewing machine parts and an idle motor, is a good example of just such inventiveness.

5. Economy is commendable at all times; under the shadow of war clouds it is a "must," in the garden as elsewhere. To keep soil strong and productive, we must keep it supplied with humus; that means that no leaves, lawn clippings or other vegetable refuse should be burned or otherwise wasted. There must be a common-sense balance between the useful and the beautiful and inspiring. If conditions are unsuitable or if one lacks skill for the growing of food crops, it may still be possible and wholly desirable to have a flower garden. Not that it is necessarily easier to raise fine flowers than fine vegetables or fruits, but because flowers, even if only half as good as they should be, may still be fragrant, colorful, pleasurable to look at or share; whereas apples half free of codling worms, or tomatoes only 50 per cent afflicted with stem-end rot, are practically valueless, either to use or to give away.

6. Gardeners, like farmers, are champion individualists. It may be hard for them to conform to a pattern, to accept orders or suggestions about collective or regimented methods or operations. Yet, just that may become necessary as part of the mobilization of all the people for maximum efficiency. Battles are won by organized, trained, skillfully led armies. So gardeners may have to become units in a real home front army under orders that will give it the greatest possible strength for the defense of that front. If so, that will not mean lost liberties or curtailed rights. It will simply be a phase of the cooperation, the teamwork, the planned mobilization of our manpower and resources.



F.P.G.



Wartime garden tools must be well cared for—and improvised

Common sense says gather leaves and save—don't burn—them





Victor de Palma, F.P.G.

VICTORIOUS TROOPS MUST BE TRAINED—VICTORY GARDENERS ARE "IN THE ARMY NOW"



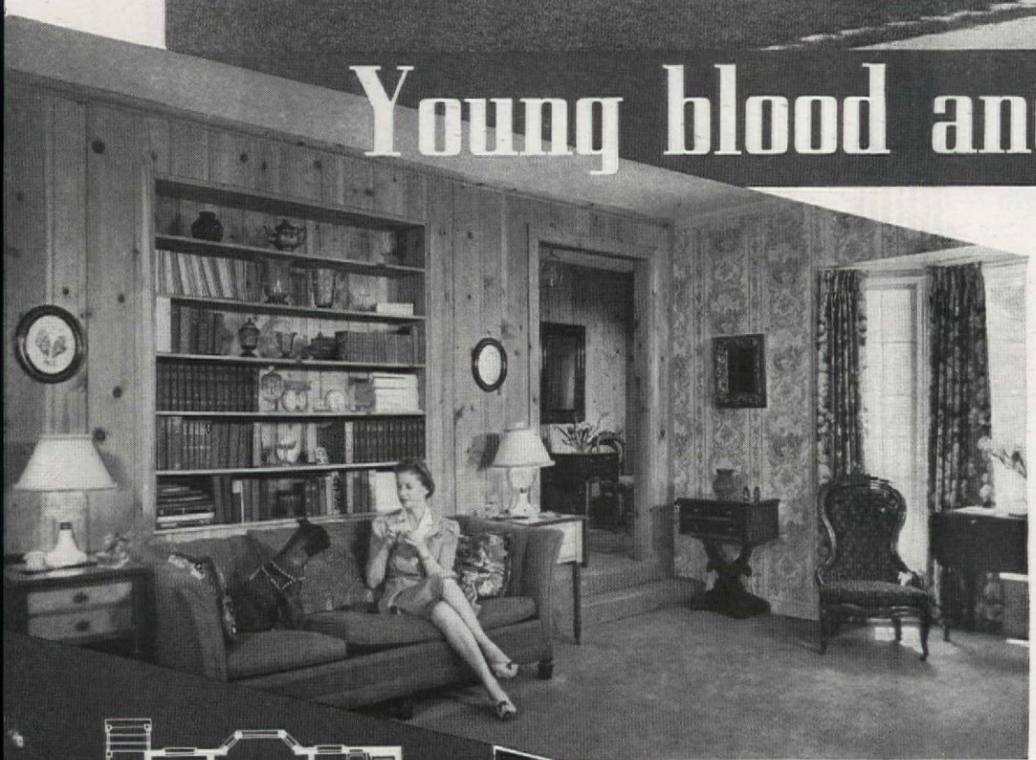


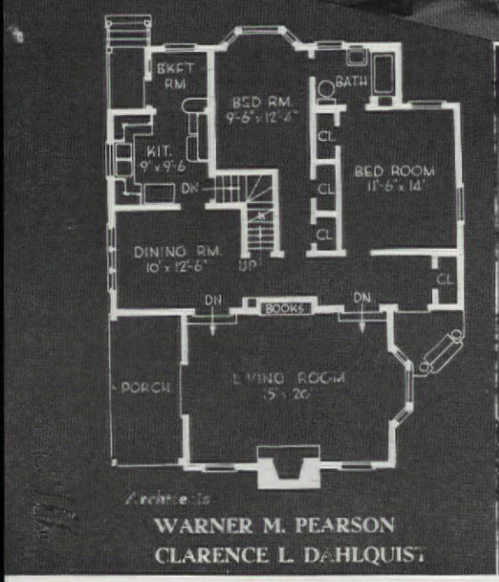
Photographs, Ewing Galloway



Young blood and old pieces

Frank Willming, photographs





Architects
WARNER M. PEARSON
CLARENCE L. DAHLQUIST



Western Springs, Illinois, home of Mr. and Mrs. Earl W. Cruikshank

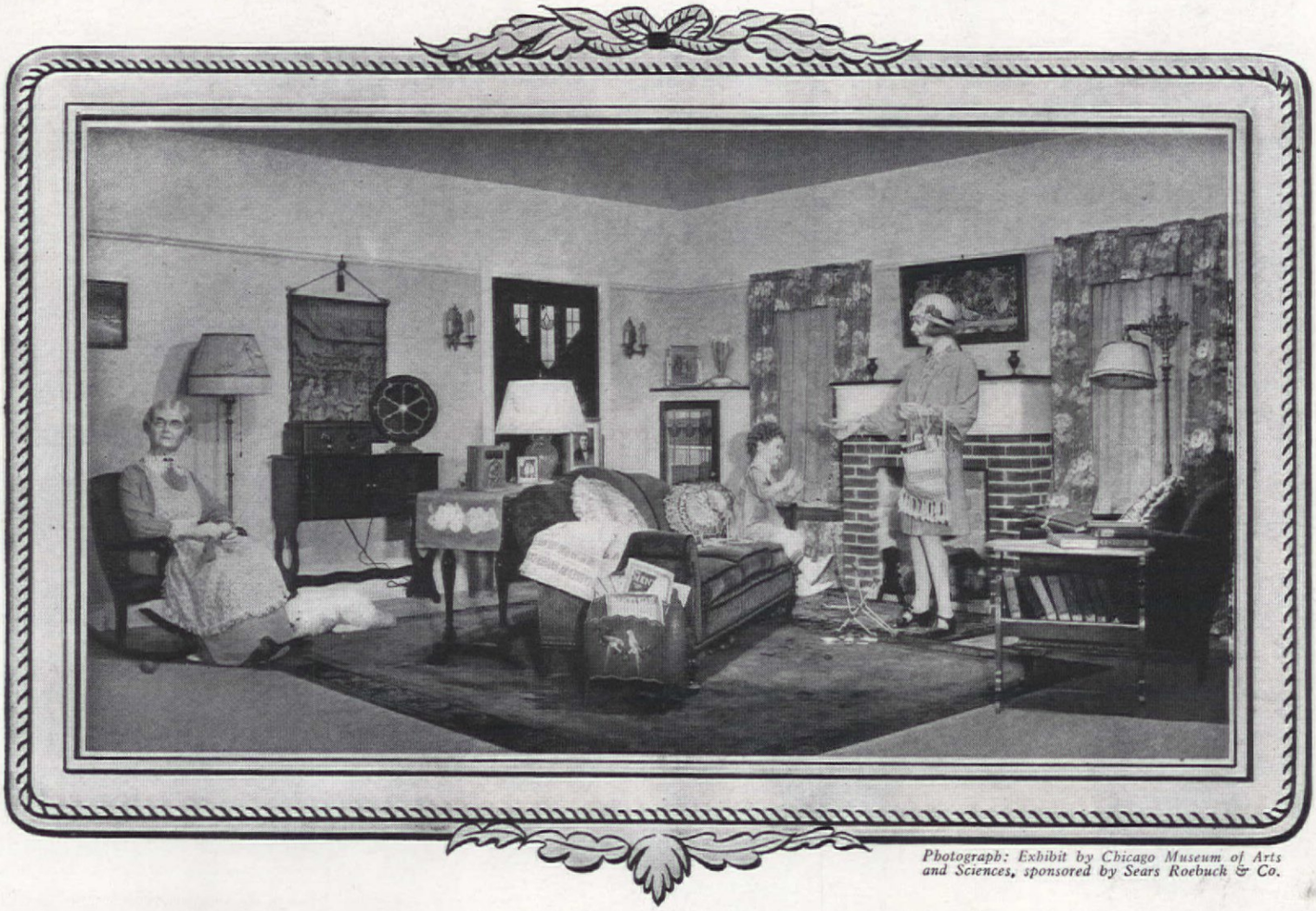
RUTH W. LEE

A COMFORTABLE, modern home which would be an appropriate setting for their antiques—this was the problem of the Cruikshanks. Mrs. Cruikshank's father has for many years made a hobby of collecting old, neglected furniture and refinishing it into worthy, usable antiques. His daughter, too, took an interest in this hobby, and when she married soon converted her husband. The reflection of this "working hobby" is, no doubt, what gives their home its distinctive atmosphere. New and efficient as it is, a visitor is impressed at once with its "old world" flavor.

The setting for these old pieces in their new home was well chosen. The fireplace wall and the one directly opposite are in knotty pine. The other two are wallpapered with a copy of an Early American conventional scroll and scenic paper. Soft grays, blues with beige and rose make excellent background colors for the lovely wood tones. An extra authentic note is the hooked rug, which was made by Mrs. Cruikshank. She followed an Early American geometric star pattern, and bordered it in black, so that it is perfect in front of the black marble fireplace.

A particularly handsome cherry and walnut secretary was found in a gasoline station! A pair of old curly maple tables were spotted while motoring through New York State. These and the rest of their fine collection were worked over with loving patience, until they are as sleek and well-groomed as their excellent construction and lovely lines deserve.

JUST 15 YEARS AGO . . . 1927



Photograph: Exhibit by Chicago Museum of Arts and Sciences, sponsored by Sears Roebuck & Co.

PRESIDENT COOLIDGE "did not choose to run." . . . Al Capone made headlines. . . . American homes sold at an all-time high and were decorated "not to show the dirt" . . . just fifteen years ago. Fifteen years is a short period of time. Yet, when one takes stock, what startling progress has been made in our aesthetic and practical concepts of what makes an attractive, comfortable home! Perhaps our natural habits of living have been mainly responsible, but we have to admit also a tremendous debt of gratitude to the designers and manufacturers whose products have put within reach of all of us the standards of taste and design once limited to the very few with very fat pocketbooks. The strides made in science, chemistry—all have been much publicized. But the fifteen-year progress of the American home is no less spectacular. In this year of 1942, when almost all home industry has been converted to all-out war effort, we can with good grace acknowledge our debt to those who have contributed so much to our American way of life. And shall we, too, acknowledge the debt we owe our children for much of our healthy, realistic way of thinking? "Putting on a front" or "keeping up with the Joneses" are phrases absolutely unknown to them—fortunately. "Home" is a way of life, in 1942, not a house with things in it.

Unless you are very, very young, you can remember back to 1927, but go with us through these next eleven pages and reminisce a bit. We laugh, today, to think we could ever have enjoyed rooms like the one above. Don't ask us why, but in 1927 it positively pained a woman to see furniture placed any way but cater-wise in a room. And on the cater-wise sofa, pillows and doilies were placed at still other cater-wise angles. A sofa was "overstuffed," and invariably placed cater-wise in the center of the room to stumble over or walk around. And if three-piece suites were as large as could be got through a door, the rugs were correspondingly small. That their postage-stamp scale might not be overlooked, they, too, were placed cater-wise so that one could play Eliza-crossing-the-ice as one came into the room. Draperies, half-widths of cretonnes with much design in crude colors, of course, "contrasted." Harsh blue with muddy "gold" was a great favorite—in 1927! Side lights stayed high on the wall and, together with fringed lamp shades on polychrome bases, were "lighting" in 1927. Wall hangings, little pictures, little objects, fancy pillows, table runners completed a "homey" room.

Well? That alone would be a good progress story—this question of looks and taste. But it is far more fundamental than that. There is scientific planning, research, and product development that have come along, to the end that today our homes and everything that goes into them are infinitely more comfortable, convenient; require a minimum amount of care and maintenance; cost less. Call them the three home freedoms—more comfort, less maintenance, less cost. Call them progress, anything you will—but they make a pretty fine combination which we are justifiably proud, we think, to call the American home of today.

JUST 15 YEARS AGO...



The 7-cubic-foot refrigerator in this 1927 "model" gas kitchen cost $375, as against $240 for a far superior 8-cubic-foot size now!

SERVICE ROOMS



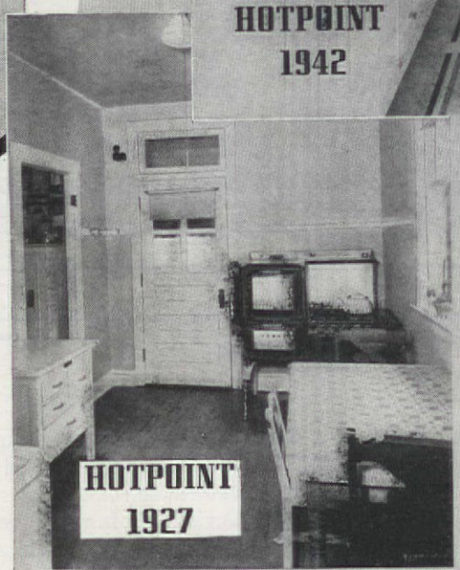


HOTPOINT 1942

In 1927 we never dreamed of baked-on enamel finishes, chrome hardware, ovens lighted inside, glass panels in oven doors, with complete insulation, perfect temperature control







HOTPOINT 1927

WAR has interrupted the making of major and minor kitchen equipment. But, because we know many readers will put their War Savings Bonds into the new equipment when it becomes available again and are making plans now, we want to review briefly the vast improvements in our kitchens and bathrooms, those service rooms which are the hub around which the comfort of the entire household revolves.

The 1927 kitchen, like any other room in the 1927 house, had equipment placed wherever it seemed to "fit," without rhyme or reason. In 1942, we recognize three major jobs to be done in the kitchen, and plan for them in logical sequence; food storage, preparation, cooking. The result is a kitchen as efficient as

APPLIANCES

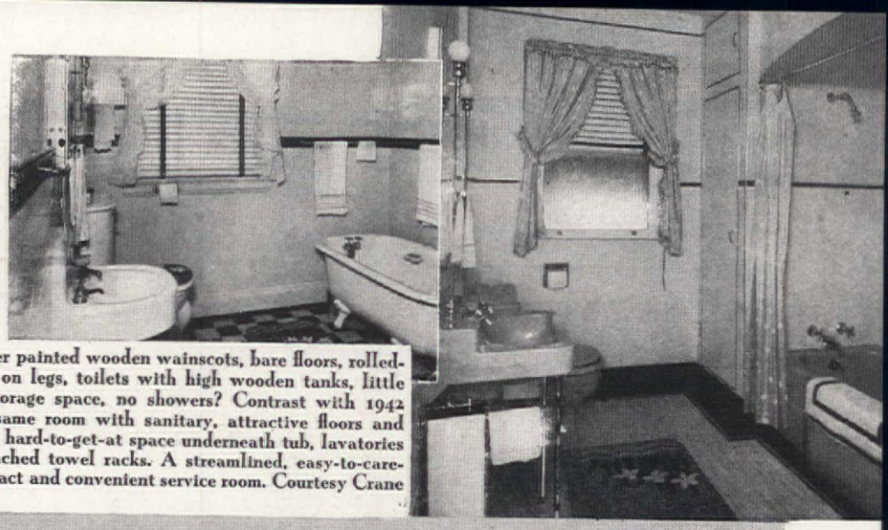


as beautifully designed and efficient as a streamlined train!

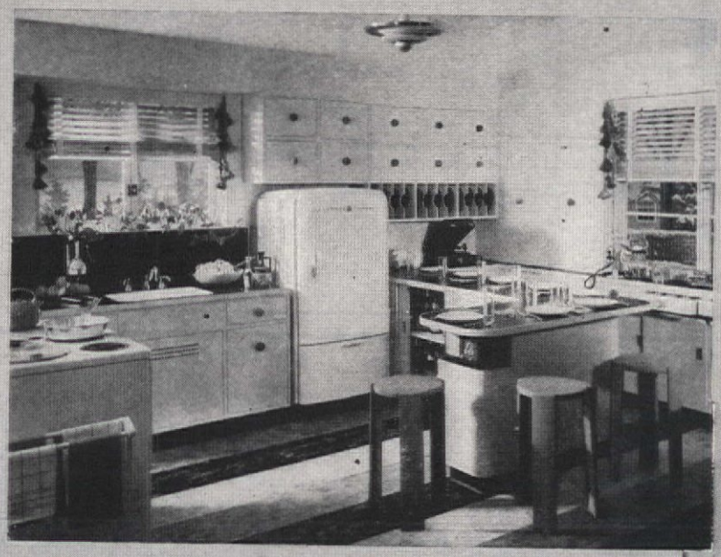


Reading counter-clockwise from top of page: Servel refrigerator, Tappan gas range, Magic Chef gas range, Nesco enamelware, Silex coffee maker, Pyrex sauce pan, Wear-Ever tea kettle, Flex-Seal pressure cooker, Toastmaster toaster

DID EVERYTHING BUT SERVE

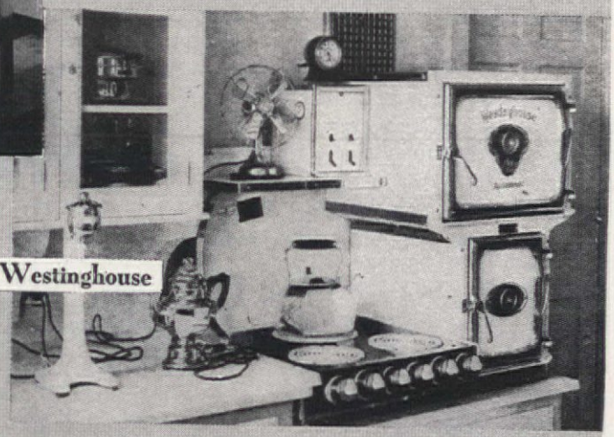


Remember painted wooden wainscots, bare floors, rolled-rim tubs on legs, toilets with high wooden tanks, little if any storage space, no showers? Contrast with 1942 version—same room with sanitary, attractive floors and walls, no hard-to-get-at space underneath tub, lavatories with attached towel racks. A streamlined, easy-to-care-for, compact and convenient service room. Courtesy Crane



Armstrong Linoleum's Kitchen with General Electric Equipment

a factory, working counters as scientifically planned to eliminate waste motion as is the assembly line. Add to this scientific planning the up-to-date materials for kitchen walls, floors, surfaces, which can be cleaned readily. That is vital anywhere where food is to be handled. Important, too, is lighting. The former one-light ceiling now has co-workers—over work areas, where they are really needed. Engineers and designers have turned out



15 year progress by Westinghouse



kitchen ranges so well insulated that they can't "heat up the kitchen." Oven control is another great contribution, heat distribution for surface units, still another. Refrigerators, too, are thoroughly insulated, have special sections for special problems as well as just compartments for freezing ice cubes. Electric mixers are "women of all work," for they grind, shred, grate, squeeze, and whip. Coffee makers are so automatic they do everything but drink coffee for you! Pots and pans, designed to fit surface units like the well-known glove, waste no fuel, and are made of materials permitting cooking with a minimum amount of water, for retention of the maximum amount of vitamins. Washing machines are so automatic they wash, rinse, and semi-dry! Irons have automatic heat controls to prevent scorching, and can be adjusted for different fabrics.

Just highlights, but enough, we hope, to make you appreciate anew what an American Home service room means to your comfort; how much leisure it has contributed to the pursuit of happiness and a cultural life. AND WHAT IT SURELY WILL MEAN AGAIN!



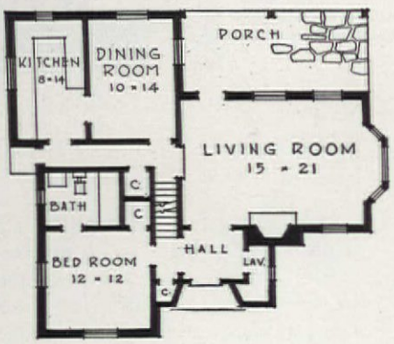
Left to right: Mixmaster electric mixer, Universal electric iron, Bendix electric washer, Maytag electric washer

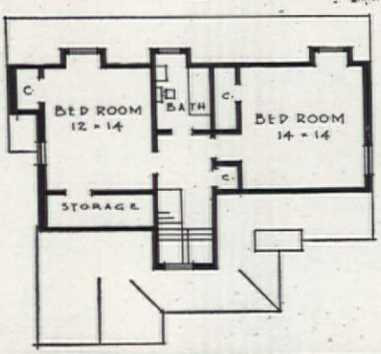
JUST 15 YEARS AGO...

HOUSES

$18,000







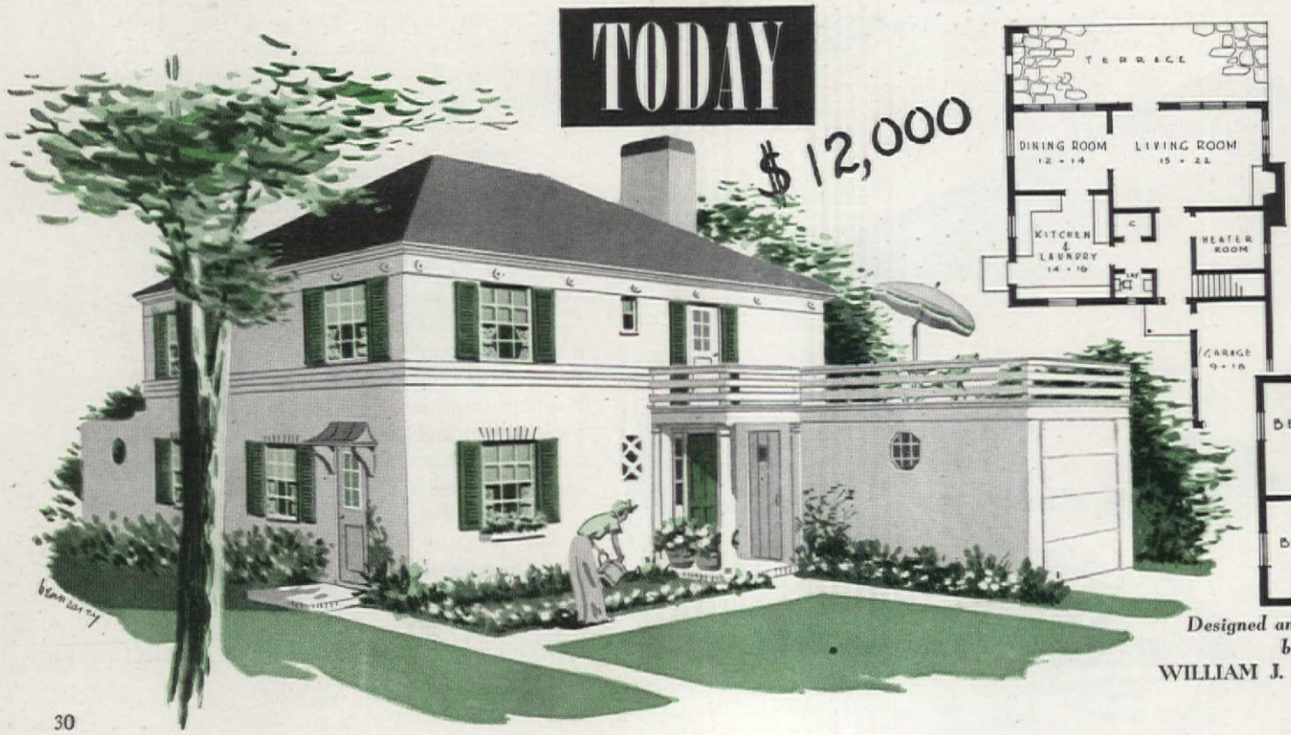
Back in 1927, this three-bedroom house seemed the last word in convenience and design. It was a "good buy." Today, for one third less money, we can have the far more livable and practical house you see below!

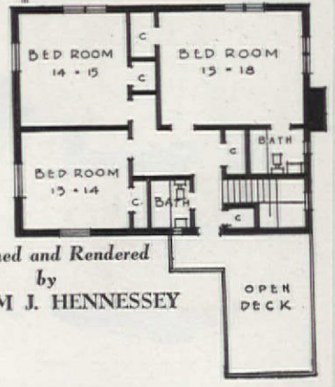
TO DO a fair review of building progress in the fifteen years since 1927, would require the space of a book. To do a complete review of building progress these last fifteen years, would require almost all of Dr. Eliot's Five-Foot Shelf! But, however brief we must be in this reminiscence, it does not take much stretch of memory to remember the house of 1927. Little, if any insulation, but much money for excavation areas never used. Outdoor living space was unheard of, and so was indoor living space for that matter, for in 1927 one bought so many "rooms and baths." Cubage was what one bought, not living area. The detached garages cost as much as a complete little home costs in 1942. Circulation was a term applied only to the blood stream or a magazine's subscription list. Well, perhaps also it was applied to "cross drafts." But certainly it conveyed nothing in a house plan. And, since this word "circulation" is to a 1942 house plan what an assembly line is to business today, let's dwell upon it a bit. Today, a house plan is only as good as its "circulation," but let's look at the house plan above. It was a good one—in 1927, a plan far less "chopped up" than were most. Yet, if the housewife were in the kitchen and the front door bell rang—well, trace for yourself her steps. If it were the maid, it meant coming through the living room even though the room were full of guests. Compare the same procedure in today's house plan. Note the absence of utility room in the 1927 plan . . . tending the furnace, laundry, storage—all were trips to the cellar. Compare the wall space in our house with that in the 1927 house. Speculate upon the ease with which things could be done on our first floor, the fact that we have three bedrooms (and more usable wall space in all of them) than is achieved in the same area in the 1927 house. And, need we add, complete insulation against heat and cold, better construction, better equipment and *much* less maintenance cost?

The 1927 builder or architect gave no thought to step saving, function for each play or living area and its proper relationship to that house plan. Efficient planning, space saving, built-ins—these were things for factories or offices—not homes. Orientation for sun and privacy, service rooms, "stickless" windows, cool attics on a summer's night — you couldn't buy any of these things for your $18,000 in 1927. Today, you not only buy them but *expect* them — and for 25% less building money, what's more!

TODAY

$12,000





Designed and Rendered by
WILLIAM J. HENNESSEY



ONE GALLON ($2.98) DOES AN AVERAGE ROOM!

ONLY $2.98 Beautifully Redecorates the Average Room with Kem-Tone

TRADE MARK Reg. U.S. Pat. Off.

AFTER





Newest, Smartest Decorators' Colors

Whether your rooms are "period" or "modern," you'll find in Kem-Tone colors the smartness and charm that are the hallmarks of good taste and livability. Kem-Tone's colors include: Ivory, Cream, Peach Tint, Buff, Avalon Blue, Pale Jonquil, Pebble Gray, Midland Green, Yorktown White.



NO MUSS Just mix **Kem-Tone** with water and apply. No turpentine!



NO FUSS **Kem-Tone** covers most interior wall surfaces with one coat!



NO BOTHER Move back into your rooms right after using **Kem-Tone.**



AMAZING NEW DISCOVERY OF MODERN PAINT SCIENCE

REVOLUTIONIZES HOME DECORATION!

Yes, for the amazingly low cost of only $2.98 you can beautifully redecorate the walls and ceilings of any average-sized room! Just one gallon of this new miracle wall finish—Kem-Tone—does the trick! It makes no difference whether your walls are painted or unpainted, covered with wallpaper, wallboard, building tile or brick. Kem-Tone covers most normal interior surfaces with just one quick, easy coat!

Imagine the convenience of Kem-Tone! No thinning with solvents or turpentines. No mussy application. No long wait for drying. No objectionable paint odor to bother you!

Think, too, what a help Kem-Tone's washability can be. Though you mix it with water before you use it, Kem-Tone—because of its unique chemical formula—is washable after it's dry. See Kem-Tone at your nearest department store, hardware or paint dealer, *today!*



WALLPAPER
PAINTED WALLS
PLYWOOD WALLS
WALLBOARD
FIREPLACES
BRICK INTERIORS
BASEMENT WALLS

$2.98 PER GALLON CONCENTRATED PASTE FORM

1 gallon Kem-Tone paste makes 1½ gallons Kem-Tone Finish. Your ready-to-use cost—only $1.98 per gal.

98¢ QUART

(Prices slightly higher in Rocky Mt. area)

BRUSH IT ON OR ROLL IT ON!

Kem-Tone may be applied either of these two simple ways: (1) With a wide paint brush. (2) With the new Kem-Tone Roller-Koater. A remarkable new painting tool, specially designed for use with Kem-Tone, the Kem-Tone Roller-Koater actually *rolls* Kem-Tone right over your walls—quickly, easily, *smoothly!*

ONLY 89¢



Here's How To Use Kem-Tone



Mix with water!



Apply easily!



Let dry 1 hour!



Use room same day!

Be sure to ask for Genuine

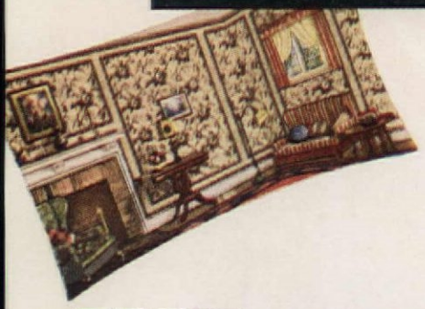
Kem-Tone

TRADE MARK Reg. U.S. Pat. Off.

Accept No Substitutes!

GET KEM-TONE AT YOUR NEAREST DEPARTMENT STORE, HARDWARE OR PAINT DEALER!

JUST 15 YEARS AGO . . .



1927 fashions in clothes look pretty funny today. So do fashions in homes! Contrast the drab colors and designs of 1927 with those of 1942, opposite, and you'll admit we've made great strides forward!



Photographs, F. M. Demarest

WHEN we started our research on home furnishings of the year, 1927, we were really startled to discover how drab and colorless they were in those days! And we think you will agree with us, when we jog your memory with the pictures you see on this page, of what American manufacturers produced in that year (and, incidentally, what you probably bought)—and on the opposite page, what those same manufacturers are making today. It's a most dramatic contrast! You can see at a glance the tremendous strides made in design and coloring and co-ordination. What you *cannot* see are two other extremely important factors—service quality and price. Today we have wallpapers that are washable . . . fabrics that can go into the tub almost as easily as a pocket handkerchief, and are fast to sun and water . . . floor coverings that can take lots of punishment even if they're in gay, bright colors, besides prices unheard of in 1927.











Colors were dreary and nothing matched



TODAY

If we had 1927 homes today, we'd have halls like the one above; dark woodwork, nondescript wallpaper, a narrow strip of carpet to slip on, a wobbly table with no room for anything, mirror too small and hung too high. Thank goodness, we have graduated to gay, light-colored woodwork, bright, inviting wallpaper, wall-to-wall carpeting in pleasant light colors, a roomy chest with plenty of storage space. A good mirror makes the hall seem larger, as well as giving practical use—in other words, we use our halls!

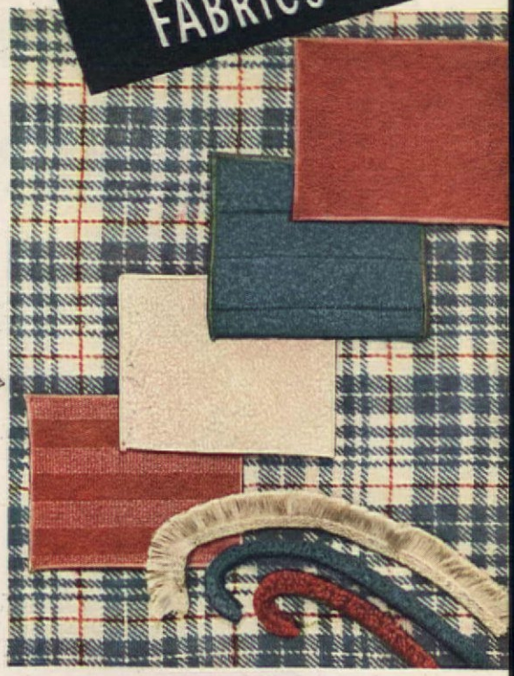
Look at the 1942 foursome of wall coverings, then at the 1927-ers. Not much choice! And believe it or not, the lovely green-leaf pattern costs only 38¢ a roll, less than its 1927 prototype with its stupid border. In the center are two canvas wall coverings, with the same practical qualities as of yore, plaster-crack control and washability—but with vast improvement in both quality and quantity of design and color. Take the fabrics. Three of the four groups are color co-ordinated, so no more shopping around town for things to match.

Hard-surfaced floor coverings, in the linoleum family, have graduated from little imitation tile effects popular in 1927 to a great variety of patterns, including standard insets which once were "custom-made." To say nothing of the change from dark, sombre colors to light, bright ones. There have been a great many technical improvements, too, on the service side, and these make linoleum much easier to clean.

WALL COVERINGS



FABRICS



RIGHT now the outstanding development in carpets and rugs is the combination of yarn. What if we can't get wool from abroad? Here are serviceable and beautifully woven rugs of linen and cotton; of rayon and wool; a nubby all-cotton! Bear in mind, too, that these ingenious manufacturers understand the value of color co-ordination. All the different styles on this page, for instance, come in dusty rose, once a strictly made-to-order color. This will match exactly the other things you'd wish to use with it.



1942



SHOWN ON THESE PAGES:

WALLPAPERS: *Imperial, United, Montgomery Ward;* WALL CANVAS: *Wall-tex, Sanitas;* HALL CHEST: *Brandt;* FABRICS: *Louisville, Cyrus Clark, Cohama;* TRIMMINGS: *Consolidated;* CARPETS AND RUGS: *Alexander Smith, Deltox, Klearflax, Karagheusian, Olson, Firth, Holmes, Bigelow-Sanford;* LINOLEUM: *Armstrong, Congoleum, Paraffine Co.;* RUG LINING: *Ozite*



FLOOR COVERINGS



Cotton

TO OUR American cotton we owe a debt of gratitude for making possible really beautiful decorative materials at amazingly conservative prices, not available in this country 15 years ago. Cotton, too, has brought to the American housewife, for easier housekeeping, the important quality of washability. In a day when service value must count as much as appearance value, this is of interest to every homeowner. Cotton comes into its own for floor coverings of luxurious design, in glorious colors and in room sizes. All credit to the beauty of our American cotton!

JUST 15 YEARS AGO...

FUNCTION WAS UNHEARD OF









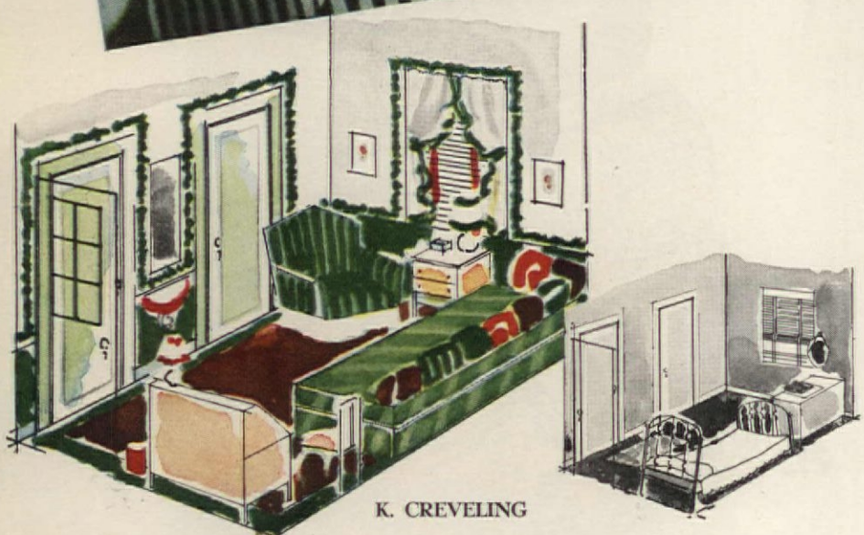
Costs:

Linoleum floor (for bedroom, bath & closet)	$22.00
Painting (includes bedroom, bath & closet)	21.78
Reswinging door, putting window in it	5.00
Make-up shelf, made and installed	1.58
Rug, and rug pad	23.00
33" box spring on legs, with mattress	41.00
Desk with chair, second hand	15.00
Night table	9.00
Unpainted chest for closet	6.00
Organdy curtains, material and rickrack	12.45
Slip-cover material and trim for daybed	12.62
7 Pillows, material and trim	6.00
Slip-cover material and trim for chair	3.17
2 lamps	5.00
Frames for pictures	1.75
Desk set, waste basket, small accessories	6.45
Shoe-bag for closet	1.50
TOTAL	$193.30

TODAY



Guest room serves as "isolation ward"



K. CREVELING



YES, function was unheard of, fifteen years ago. That a bedroom could do more than haphazardly house a few pieces of furniture and clothes was a preposterous "notion." A dressing table was a mere feminine whimsy, so why make it comfortable or convenient to use? All the trivia, the personal things were not planned for or provided for so, of course, everything was kept on the top of the furniture. A drawer was—well, just a drawer. Partitions for socks, neckties, and any other things meant to be put in them? Why, such a thing was just unheard of!

How changed today! There is furniture for every conceivable use and purpose. We take due pride in extracting from a room, each and every service that it can perform. A living room need no longer blush for the presence of a desk, a dining table, or even a bed. A dining room can boast enough storage space to provide for all the things which used to require a pantry to themselves! In addition, it can be and is used as a part-time sewing room, a place to do homework, a playroom. For we have learned about function, how right it is. We have learned how saving of money and space, of time and energy, is synonymous with *living* to us today.

To illustrate our point fully, we have taken an ordinary bedroom. There are millions like it, this eight by twelve one-window kind of room. Surely you have seen it; maybe you have it. It is a maid's-room-into-guest-room story, as done by Mrs. Creveling. A really top-flight job it is, too, and we are pleased to present such a perfect illustration of this word "function."

The first step in the transformation was an analytical consideration of its future purpose. They wanted first a guest room, a place where Grandmother could unpack her Chinese Checkers and abide contentedly for a few weeks. And when there was no guest, it could be a family overflow room. Or, a room where one of the children could be isolated in the event of measles or any of the illnesses children fall prey to. Looking after a sick child on the first floor makes common sense. And it could also be used as a room where Dad could do some "homework"—a room where Mother could escape when the "gang" took over the living room. Five good reasons for doing over a tiny room! And so, a decorating scheme was worked out. A cost was estimated and finally a budget decided upon. Economy was essential, but it could not be false. It was the middle path for the Crevelings, for they felt that you get pretty much what you pay for—that material at fifteen cents a yard usually gave only fifteen cents' worth of wear. Linoleum proved the best answer for covering the cement floor, from the standpoint of economy, good looks, and durability. The door was rehung so that it no longer opened into the middle of the room, and a window that could open was put in it for additional light and above all, cross ventilation.

Green and white, with some red, was decided on for the color scheme. A lively green dado was painted around the room, and the remaining walls were painted white. The woodwork was painted a soft green that blended with the greens of the floor and the dado. Mrs. Creveling herself worked out the border design and painted it around the top of the dado and the window. A piece of broadloom of good quality was found at a bargain because of its odd size. The curtains were made of permanent-finish organdy. A bed with a good mattress had the honor of being the most expensive item on the budget. The slip cover for the bed was made of a rayon cotton material, which is wiry and so does not wrinkle easily. The pillows, those swell bright touches, were covered with inexpensive short pieces of drapery and upholstery materials. The small armchair was a donation from another bedroom and with its smart new cover it is just right for the room. The night table, desk, and chair were shopped for long and carefully, since, in addition to being the right size for the room, the table and desk had to have drawer space for "visiting firemen." Some good reproductions of flower prints were slipped into frames which had been painted to match the room. A mirror, hung between bath and closet doors, with a small shelf beneath it, made the room practical for the feminine guest, but still did not make it too bedroom-y for its many other uses. New braid freshened the appearance of the tired but still good Venetian blind. This blind, incidentally, is the sole remaining piece of evidence of the shabby little room that had first confronted the Crevelings.

NOT even the closet was neglected. Smartly painted green and white, with green linoleum flooring just like that in the bedroom, it was transformed from a dreary, dark hole into one of the most attractive and workable closets we have ever been privileged to peek into. A chest of drawers, narrow but high so that the hanging section was not interfered with in any way, provided adequate storage space for anyone not bent on wearing out the welcome mat. A shoebag on the back of the door kept visiting shoes off the floor and out of harm's way. Shelves over the hanging section took care of hats and even solved that extra blanket problem for them.

Surely you know the age-old saying that the proof of the pudding is in the eating? So it is with any decorating problem and its ultimate solution. Tangible proof of just how well the job has been done lies in the satisfaction received from living in and using a room. This room *lives* well, not only because it wears well, but also because it works well in each respect for which it was intended. And best of all of these, it gives you a lift each and every time you enter it—the happy feeling that here you have found a room that's right.





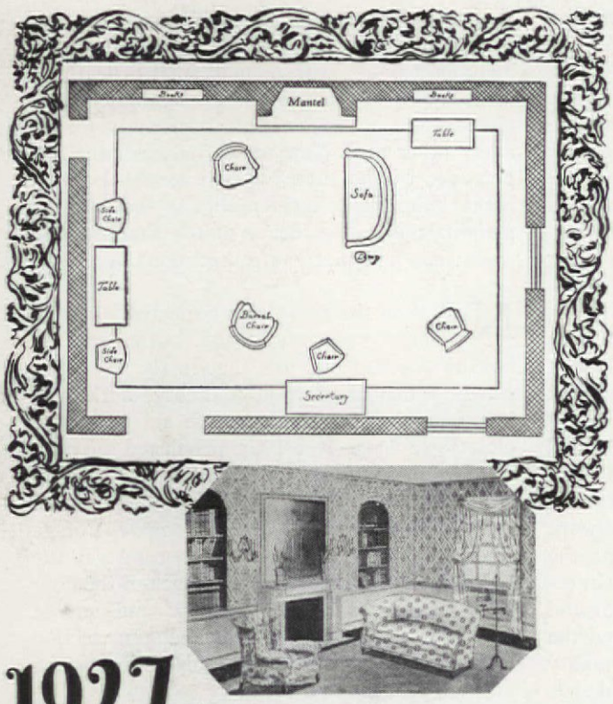
Sketches by Dorothy B. Porter

Guest room serves as after-hours "office": offers sanctuary when children take over living room

1927...1942

JUST 15 YEARS AGO . . .

ROOMS WERE "FURNISHED" —NOT ARRANGED FOR "LIVING"

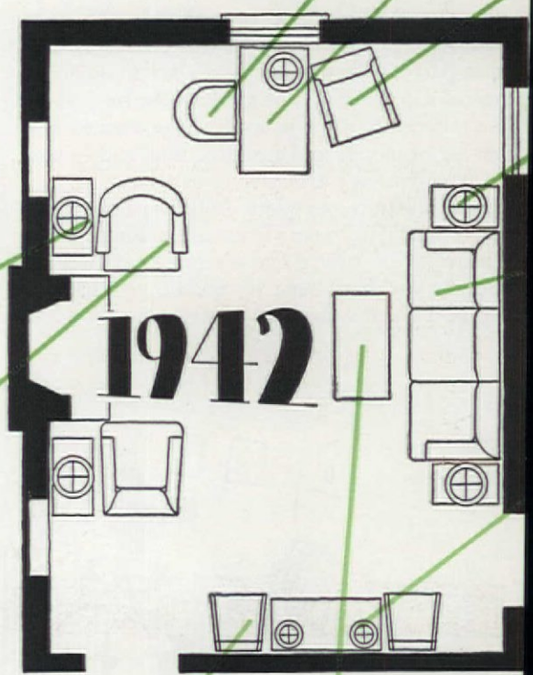


1927 . . . "Detailed and practical is this red and gold furnishing scheme, planned for the medium purse by a leading decorator. Cost, $2,155.25."

STARTLING, and uncomplimentary to our 1927 standards of living as they have been, the comparisons we have made have all been absolutely fair comparisons. We have not held up horrible examples of that era, but typical, to-be-found-anywhere examples of 1927. We have not gone back to the days of our pioneer forefathers or even as far back as to the flaccid Eighties. We have gone back just fifteen years, and the room arrangement plan and "view" at your left are of that same year. They are from an article in "Garden and Home Builder" of 1927 and show a room done by a prominent and fine interior decorator. It is a room in no sense grotesque or "bad" but typifies exactly our theme of progress.

The plan on the right is the same area with the same window and door openings. It is a living room arranged for "living," a room arranged for the activities which are the reason for a living room being built into a home. Our mothers had writing rooms and sitting rooms and parlors and smoking rooms and dens. And all of them were "functional" in that they lived up to their designations. But in 1927 we had living rooms in which no thought was taken for living. They were "furnished," but never arranged for living. Today, we have a recreation area—conversation group and game table group. We have a work area—a well-lighted desk, writing chair and reading chair. Not one of these groups needs to be dragged and pulled about to be utilized. They serve the functions of a living room—conversation around a fire, music, games, social correspondence, or a place where the man of the family can "catch up" on office work or household budgets. Softly carpeted, softly but beautifully lighted. Is it not for this we want a "living" room? Is not this the fundamental reason for furniture and furnishings? We think so!

Now there is no one pattern for room arrangement that will fit all rooms, any more than there is one dress pattern to fit all figures! Our plan on this page is merely a basic plan calculated to give the greatest amount of living space in a room of this size and the greatest amount of comfort and utility in furniture. There is a certain amount of







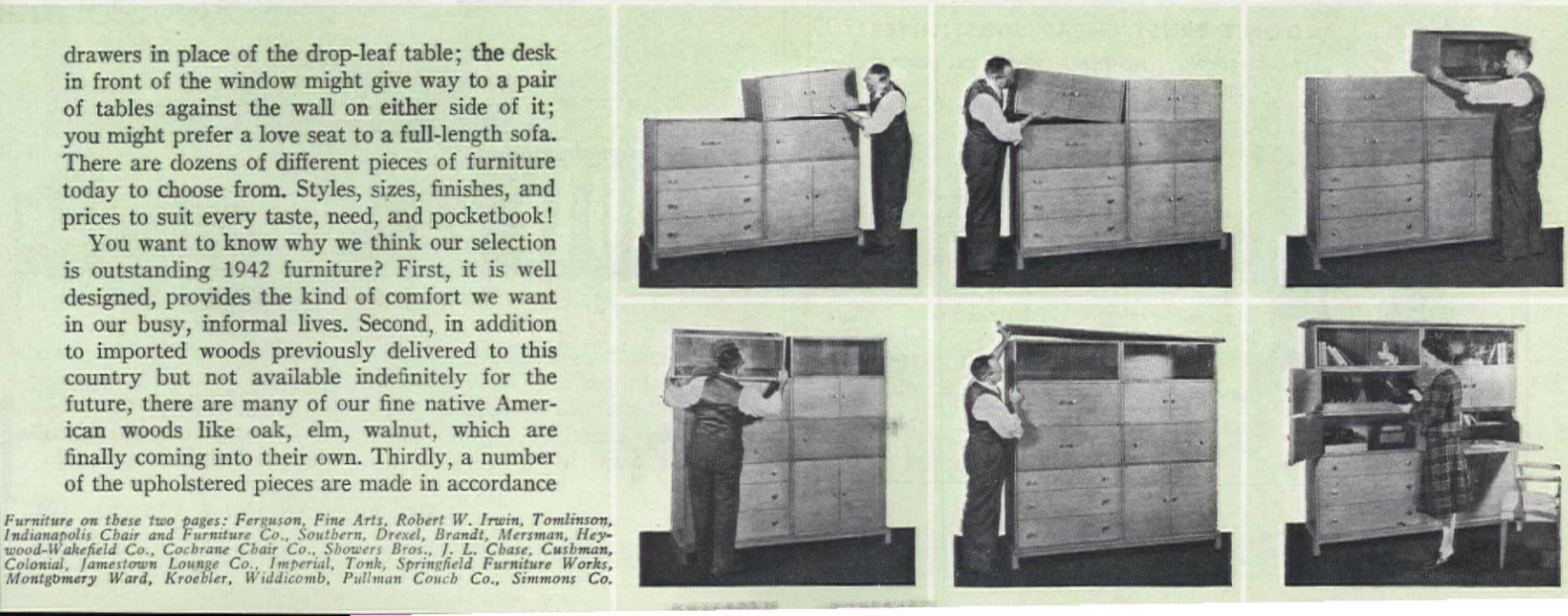




restful balance worth noting; a pair of fireside chairs balanced with a sofa; a drop-leaf table balanced with a kneehole desk. It is important only because it distributes pleasantly the upholstered pieces and the wood pieces, so there is not too much of either in any one place. It creates a feeling of spaciousness, therefore a feeling of quiet. Adapt the plan to suit yourself. You might prefer a breakfront bookcase or a chest of drawers in place of the drop-leaf table; the desk in front of the window might give way to a pair of tables against the wall on either side of it; you might prefer a love seat to a full-length sofa. There are dozens of different pieces of furniture today to choose from. Styles, sizes, finishes, and prices to suit every taste, need, and pocketbook!

You want to know why we think our selection is outstanding 1942 furniture? First, it is well designed, provides the kind of comfort we want in our busy, informal lives. Second, in addition to imported woods previously delivered to this country but not available indefinitely for the future, there are many of our fine native American woods like oak, elm, walnut, which are finally coming into their own. Thirdly, a number of the upholstered pieces are made in accordance with priority regulations, dispensing with steel springs but contrived to have an amazing amount of comfort. Fourth, many of the pieces are interchangeable, which means that they will suit either the small home you live in now, or the bigger one you hope for later on; and can go in almost any room. It is buying that's good planning now AND fifteen years hence.





Furniture on these two pages: Ferguson, Fine Arts, Robert W. Irwin, Tomlinson, Indianapolis Chair and Furniture Co., Southern, Drexel, Brandt, Mersman, Heywood-Wakefield Co., Cochrane Chair Co., Showers Bros., J. L. Chase, Cushman, Colonial, Jamestown Lounge Co., Imperial, Tonk, Springfield Furniture Works, Montgomery Ward, Kroehler, Widdicomb, Pullman Couch Co., Simmons Co.



1. On Hallowe'en night,
which was black as your hat,
A Punkin head gazed in
at Mrs. Brown's flat.



2. Her windows were dusty
and covered with grime,
So streaking on soap
wasn't really a crime!



3. But Punkin head, through
with his Hallowe'en trick,
Left a note saying,
"Windex will clean 'em up quick!"



4. "Bright and early tomorrow
get a bottle or two
"And from now on your window-
wash nightmares are through!



5. "Spray it on—wipe it off—
for much less than a cent,
"Each pane has a shine
you'll acclaim heaven-sent!



6. "And when house-cleaning time
rolls around every year,
"With Windex you'll cut work
in half—never fear!"

DON'T TRUST CHEAP SUBSTITUTES!

NO STREAKING... NO FILM... WHEN YOU INSIST ON

WINDEX

COSTS ONLY ¼¢ PER WINDOW



YOU CAN save yourself many hours of back-breaking labor at house-cleaning time if you have this non-inflammable, oil-free cleaner that costs but a *fraction of a penny* for each pane cleaned!

And—Windex is grand for cleaning windshields, mirrors, anything in the house made of glass!

WINDEX SAVES TIME

SAVES ENERGY • SAVES YOU

You can get Windex in two sizes—6-ounce and the 20-ounce economy size



Copr. 1942, The Drackett Co.

JUST 15 YEARS AGO... 1927...



$2,000

ESTIMATE

1 Mantel marbleized red antique		$150.00
4 Side lights lyre shape	@ $35.	140.00
1 Tuxedo chair covered Napoleon toile		98.75

was considered economical for the sparse furnishings in this living room "for the medium purse"...

1 Mahogany tilt top card table		75.00
1 Alabaster lamp with red silk shade		85.00
1 Barrel chair in antique red satin		182.00
1 Pr. side chairs		120.00
½ Pr. braided wire ivy stands for mantel		50.00
1 Secretary, (approximately)		300.00
1 Taupe rug 9 x 14 bound	@ 8.00 sq. yd.	125.00
22 Rolls wall paper (approx.)	@ 1.50	33.00
Painting and glazing room (approx.)		150.00
6½ Yds. Napoleon toile	@ 7.50	48.75
2½ Yds. red satin	@ 7.50	18.75
3 Yds. fringe	@ 7.50	22.50
Making and hanging 2 pr. draperies		36.00
		126.00
		252.00
Draperies for 2 windows	@ 2.25	11.25
5 Yds. net for glass curtains		9.00
Making and hanging		20.25
		40.50
Glass curtains for two windows		$2155.25

AS WE have been writing, it has seemed to us that each and every argument we have advanced has been the best possible illustration of progress, so much have we learned of aesthetics and creature comforts in just fifteen years. But all of our arguments would be weak indeed if this progress had been available only to the upper income brackets. Significantly, scientific progress has brought about better design and that in turn larger production at lower prices. Therefore, our 15-years-of-progress story has the traditional happy-ending—and how! For of all the "telling," dramatic comparisons to be made between 1927 and 1942, PRICE is of them all most spectacular.



Phoenix,

TODAY . . . it seems absurd that a room so sparsely and incompletely furnished as the one at top of page could have cost $2,155.25, does it not? The item, for instance, of "3 yds. fringe @ $7.50 per yard" is not 1942 planning or budgeting, certainly. Nor is $292.50 our idea of what *two* window treatments should cost. No more is the lack of tables, proper lighting, or usable arrangement our idea of a living room. True, the 1927 room is good as far as it goes, but it is in no sense furnished for family living, much less a luxurious or elaborate room. No

1942

wonder then that we get truly excited when we can sum up the 1942 American home as being noticeably better AND cheaper!

Progress, indeed, when Americans of today can furnish a room with good taste, serviceable quality, and supreme comfort for around $300. True, not all of us are on $300 budgets, but the same comparative values hold, no matter which rung of the ladder you ascend, and the fact that good taste *is* possible on a $300 scale means that more young people can have homes of taste. It means that good taste is no longer synonymous with money, that good planning is no longer confined to those who can pay for professional advice. Your manufacturer, your retailer, your editors are doing a job for you at the very starting point—designing, making, displaying, and explaining those things which make the American way of life mean what it does today. It may well be that, fifteen years from today, these pages will be held up for comparison with the wonderful things available in 1957. Of that we have no doubt, and no doubt but that the next fifteen years will yield even greater miracles than these last fifteen years have yielded. But while the fashions of 1957 may be far different, our fundamental *reasons* for doing things as we are today cannot be challenged. We have a plan. We are living informally and healthfully, not for what the neighbors may think of us. We are not slaves to tradition but we are sincerely trying to combine those things of the past which we admire with what we know today—to make beauty more useful, simpler, and more efficient for today's living. We run our homes more efficiently for less money and with less effort. We are better housed, better fed, more generous of our



Lenoir.

time and charity for our neighbors and communities than we were fifteen years ago. We are giving unstintingly to our country—but we cherish all the more that beautiful word "home."

It has taken 2,000 years to develop the American home as we know it today in all of its comfort, efficiency, and beauty. How much of that progress has been made in the past fifteen years! And when our job is done and peace returns, how much we shall progress these next fifteen years! "The one thing that Americans will need most in the years to come will be the sanctuary the security, and the safety of the American home."

YOU COULD "EAT OFF HER SINK" BUT

SEWER GERMS

THRIVE TWO INCHES AWAY



IT'S ONLY A MATTER OF INCHES BETWEEN YOUR SPOTLESS SINK AND THE SEWER GERMS THAT THRIVE IN YOUR DRAIN*

*Survey by Molnar Laboratories, New York City



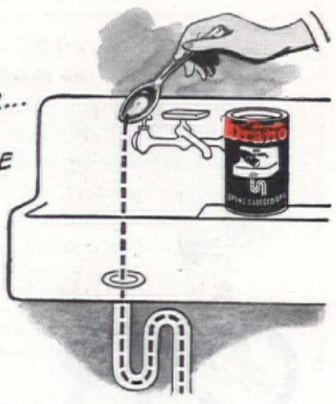


... FOR EVERY DRAIN, IN A MODERN SINK OR AN OLD-FASHIONED ONE, IS A FAVORITE BREEDING PLACE FOR THE SAME KIND OF GERMS THAT LIVE IN SEWERS!



SO KEEP YOUR DRAINS AS CLEAN AND SANITARY AS YOUR SINK! DRANO'S CHURNING, BOILING ACTION FLUSHES AWAY GERMS AS WELL AS GREASE AND DIRT.

DRANO... USED REGULARLY IN DRAINS ONCE A WEEK OR OFTENER... DOES TWO JOBS: CLEARS OUT DIRT IN WHICH SEWER GERMS THRIVE AND KEEPS DRAINS OPEN, FREE-RUNNING. NEVER OVER 25¢ AT ANY DRUG, GROCERY, OR HARDWARE STORE.



Drāno

OPENS CLOGGED DRAINS—KEEPS DRAINS CLEAN

Copr. 1942, The Drackett Co.

"We're buying SECURITY *and a new kitchen, too"*





"TOM laughed at me when I told him I had found a way to make our money do double duty—he said that *I* would think of that. Right now we're putting every cent we can into War Savings Bonds, which I call 'buying security.' But I'm earmarking those bonds so that when the war is over I will have a new Crane kitchen with handsome cabinets and a gleaming high quality sink. Just one bond a month will give me the price of a new kitchen almost before I know it."

Many thrifty workers are investing their savings in War Savings Bonds against the time when they will be able to buy a new bathroom, kitchen or heating system. This money is doing double duty—protecting their homes and country during the emergency—providing for their future when that emergency is over.



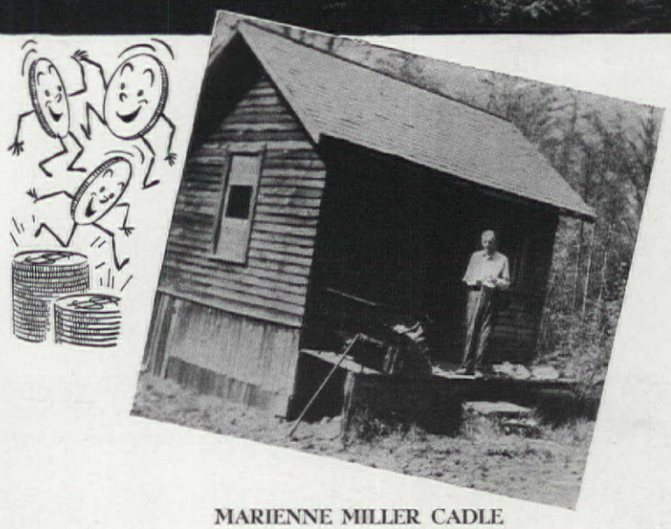
CRANE

CRANE CO., GENERAL OFFICES: 836 S. MICHIGAN AVE., CHICAGO

PLUMBING • HEATING • PIPE • PUMPS • FITTINGS • VALVES

$hekels from Shacks





MARIENNE MILLER CADLE

IF WE hadn't suddenly come up against an unexpected financial situation that left both of us figuratively gasping, we probably never would have thought of turning the two shacks on our place into income producers. But there we were, and there they were, and something most certainly had to be done about them!

We have our own house, you see, on 2½ acres of partially cleared suburban land, but it took almost insane optimism to think that the dilapidated, one-room shanty, 12 by 14 feet in size, which tilted sadly at one side, could ever be made rentable. Parts of its once good siding had been torn away and replaced with salvaged signs and scraps of lumber by subsequent occupants. Large windows had been taken out and the holes filled with smaller ones and hand-made shakes. But the foundation and frame were sound, so we jacked up the whole thing to make it level, tore away the remains of a porch, and added a new one four feet wide across the front. Then came a doorway cut in the west wall where a tiny window had been, a 5 by 8 foot lean-to addition with a stove, sink and cupboards for a kitchenette, and a dressing room concocted by enclosing part of the front porch. Finally, after rearranging the shack interior to make it look truly rustic, we scoured the floor, added some rag rugs, monk's cloth curtains, and electric connections from our own house—and rented the place for $6 a month! In time this enabled us to add a bedroom and bath, so that it now brings us in $13.50 monthly.

Next we turned to the old chicken house, 24 by 12 feet and shed-roofed. Doors, a fireplace of second-hand brick, some cedar and plywood sheathing, a bathroom—and $9 a month from a new bride and groom! So, from two rickety shacks, we've created income for ourselves and homes for two couples who have to look twice at each shekel they spend!

"Of Course, you can Protect Your Home Investment!"



There's No Need To Let Your Home "Run Down"

★ *Uncle Sam* doesn't want you to let your home deteriorate. Your government has made ample provision for keeping it in good repair and up-to-date. *And without "red tape"!*

There is no limit on necessary expenditures for *maintenance* or *repairs.* And you are permitted to spend up to $500 to *improve* your home! If you have any doubts about interpreting these rulings, your Celotex dealer and The Celotex Corporation can help you.

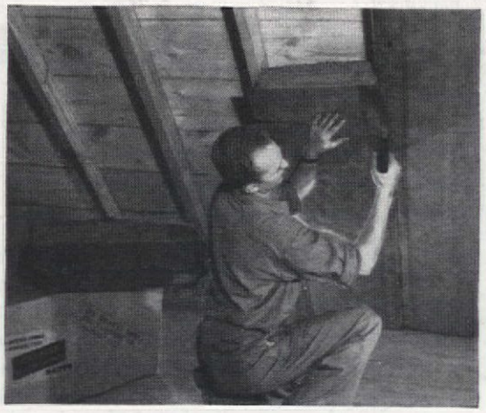
Your Celotex dealer knows what wartime rulings permit and can explain them to you. More than this, his knowledge of materials and their availability can be a means of saving you money and speeding the completion of the job you wish to do.

Now is the time to have remodeling or repair work done —while materials and labor are available. There is no better investment for your money—nothing that will give you more lasting satisfaction and comfort. Our new, special booklet "A Wartime Guide to Better Homes" can prove extremely helpful in your planning. Write for it today. It shows how you can protect your investment in your home —answers scores of questions simply and completely. It's *free!* Send the coupon now.

A Few Of The Things You Can Do



REPLACE or REPAIR YOUR ROOF. This comes under the heading of necessary maintenance . . . Ask your Celotex dealer about doing the job with Celotex Triple-Sealed Roofing or Shingles. Get the extra protection and beauty that these outstanding roofing products will bring to your home. Make your choice from a wide range of colors and styles.



INSULATE YOUR HOME. Make fuel savings that are important to you and the war effort . . . Add to comfort winter and summer . . . This improvement can be made well within your $500 allowance . . . Ask your dealer about insulating with Celotex Rock Wool or Rock Wool Batts . . . Get the permanent, fireproof insulating efficiency of these superior products.



NEW ATTIC BEDROOM. You can quickly and easily convert waste attic space into a comfortable, livable room by using White Rock Gypsum Wallboard. This fireproof material makes sturdy, attractive walls at low cost. Smooth surface may be painted or wallpapered. Ask your Celotex dealer about it . . . This improvement can easily be made within your $500 allowance.

CELOTEX
REG U.S. PAT. OFF.
BUILDING PRODUCTS

INSULATING SHEATHING · LATH · INTERIOR FINISHES · ASPHALT SHINGLES · SIDING · ROLL ROOFING · HARD BOARDS
ROCK WOOL · BATTS · BLANKETS · GYPSUM
PLASTERS · LATH and WALL BOARD

"A WARTIME GUIDE TO BETTER HOMES" . . . FREE!

What Repairs or Improvements Will the Government Permit You to Make in Your Home? . . . What Constitutes a Repair? . . . An Improvement? . . . This Free Book Gives the Answers! Send for It!

THE CELOTEX CORPORATION, 120 S. La Salle St., Chicago, Ill. Without cost or obligation, please send me a copy of your new booklet, "A Wartime Guide to Better Homes".
I am interested in: New Roof ☐ Insulation ☐ Remodeling ☐

Name.....

Address.....

City.....*State*..... AH 10-42



Chin up!

HOW can a girl deal with trig and trivialities when her brother's fighting for freedom?

Today, especially, when you feel so dull and droopy you've half a mind to cut a class.

Half a mind is right! . . . you can almost hear Bud making a crack like that! "School's your job, Sis", he wrote. "So stick with it. Because it's part of the American way we're fighting for"!

Well, if he can fight—you can study! But after hours why not organize an all-school treasure hunt for the scrap material Uncle Sam needs for his win. (*Hey look*—one worn-out tire makes 8 gas masks).

So you tell Jill your brain-wave . . . that you're getting in the fight come Monday, when you'll feel better. And does she give you a look! "Why be so old fashioned?", she asks. "I thought every girl knew about Kotex sanitary napkins"!

Don't wait until Monday!

Jill explained you needn't wait—you can keep going in comfort *every* day of the month . . . when you choose Kotex.

Because Kotex is made in soft folds, it's naturally less bulky . . . more comfortable . . . made to stay soft while wearing. A lot different from pads that only "feel" soft at first touch!

And besides, Kotex *builds up* a girl's confidence! Those flat, pressed ends fit your figure, keep your secret safe. And the new "safety shield" means real "forget-about-it" protection, an *extra* margin of safety.

No wonder, in these crowded, busy days, more girls choose Kotex than all other brands of pads put together!

So now your chin's up—for keeps! And you're a better citizen . . . working for Victory . . . *every* day!



Keep Going in Comfort

—WITH KOTEX★



(★T. M. Reg. U. S. Pat. Off.)

FOR GIRLS ONLY! The new booklet, "As One Girl To Another" tells all . . . what to expect . . . what to do and not to do on "difficult days". Mail name and address to P. O. Box 3434, Dept. AH-10, Chicago, and get copy FREE!



ALL'S FAIR in Love and War Bonds!

How one family pitched in and found a simple way to step up their buying power

MARY W. VAN RENSSELAR

WAR Savings Stamps and Bonds are where you find them; and I might even say, where you least expect to find them. As, for instance, in the household budget. I know what you're thinking: that your particular household budget is already but a caloric shadow of its former robust self. That's what I thought. But the Power Behind the Economic Throne in our home—our astute and patriotic cook—thought differently. She said to me, "We ought to cut the kitchen budget 10%, ma'am, an' put the savin' into War Savin's Bonds. I can do it an' still keep you an' the Mister an' the two boys healthy an' happy."

Now, to any patriotic American housewife such words are a challenge. Therefore it was just a step from the kitchen budget to the general household budget, the inference being that if cook could accomplish such a culinary miracle in the kitchen I should be able to work some wonders of my own in the other departments of the home.

There was a huddle, naturally. I took the Mister in tow in his study with a sheaf of household bills, methodically arranged and dating back exactly one year. They included electricity, telephone, gas, water, laundry, gasoline, cleaning and pressing, milk, bread, grocer, butcher, huckster, and last but not least the good doctor. We took each group of twelve bills for the year, averaged them, and deducted 10%. The grocer, butcher, huckster, baker and milk bills I returned to cook, who took them with a broad smile and a look which told me I needn't worry about *them!* That evening we went into a family huddle which included our two boys, aged fourteen and sixteen. They took a 10% cut in their allow-

HELPFUL TIPS ON HOW TO MAKE YOUR SCOTTOWELS GO FARTHER



1

SHAKE WATER OFF YOUR HANDS —and you'll need only one towel for thorough drying.



2

TEAR OFF ONLY ONE AT A TIME. One strong, absorbent ScotTowel is enough for most uses—*you can reach for one more if necessary!*



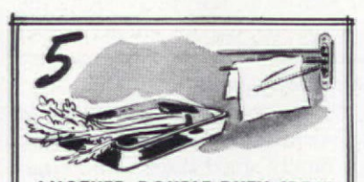
3

HOLD BACON ON FORK ABOVE FRYING PAN OR BROILER to let all possible fat drip off before draining on a ScotTowel.



4

MAKE ONE TOWEL DO DOUBLE DUTY whenever possible. After drying finger tips, for example, lay the towel aside to use for wiping up a spill or cleaning scraps from sink. ScotTowels can "take it"!



5

ANOTHER DOUBLE-DUTY IDEA! After draining lettuce or celery, dry the ScotTowel over a rack . . . then use again—to wipe grease from frying pan or catch vegetable peels.



ScotTowels

now—as always—

Strong
Absorbent
Dependable

Trademarks "ScotTowels," "Tear-easy" Reg. U. S. Pat. Off.

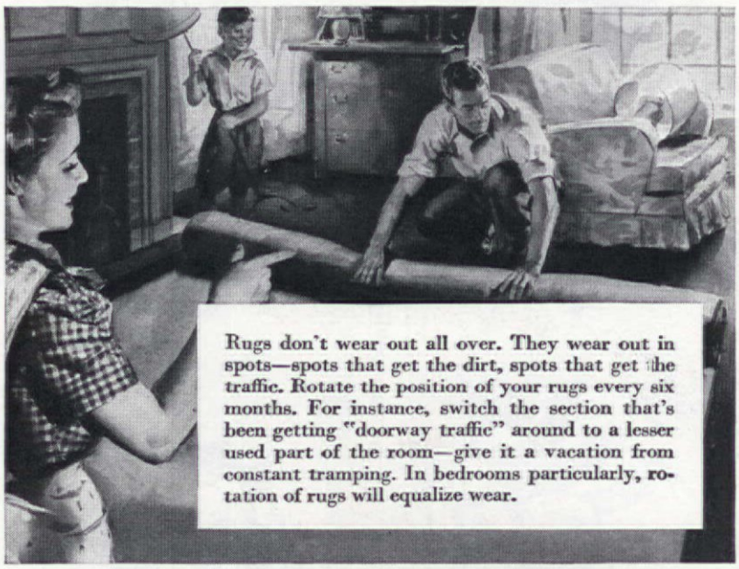
ances with fortitude and enthusiasm. The Mister and I approximated what might be termed our allowances and took a like cut, and it was unanimously decided to buy War Savings Stamps with those particular savings. Pruning an allowance, however, is a simple, uninvolved process. You make the cut, you have a definite pre-determined amount of money at hand, you buy War Savings Stamps—and there you are. It was the more involved items in the general household budget that really opened our eyes to the unconscionable waste in at least one American home.

BEAR IN MIND that our drive was only for a 10% saving. It was not revolutionary; it was not expected to be. We were confident it would not disrupt the house or materially affect our mode of living, and it has done neither of those things. But when one starts out to make a 10% savings, and savings up to 40% are realized, without material inconvenience to anyone involved, then something is wrong—decidedly wrong. Even in peace times. And this, my friends, is war. Briefly, let me take specific household items, tell you how we deal with them, and the results.

We'll begin with electricity. Aside from replacing large bulbs with smaller ones in clothes closets, basement, hall and garage, our lighting system remains the same. Two new rules have been made, however: the *last* person leaving *any* room must turn out the lights. Radio programs are not curtailed, *but* when the desired program is finished, the radio must be turned off, unless someone wishes to hear the broadcast immediately following. That is all. And now brace yourself. With these two simple rules in effect, our electric bill dropped no less than 28%!

NOW LET'S LOOK AT THE GASOLINE bill. This was the only drastic cut in the budget, and a cut that every loyal American should make voluntarily in behalf of the war emergency, whether he is gas-rationed or not. Long week-end trips were eliminated completely. Short, non-essential trips around the city were also eliminated. Several shopping trips weekly to department and ten-cent stores were consolidated to two per week. When the boys were taken to school in the morning cook was left at the meat market and the grocer's and picked up on the way home, thus eliminating unnecessary "doubling back." Result—believe it or not—gasoline consumption was cut a whole 35%! Next the water bill, looked upon

How to add years to the life of your rugs—

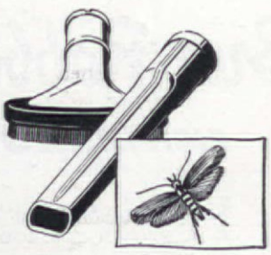


Rugs don't wear out all over. They wear out in spots—spots that get the dirt, spots that get the traffic. Rotate the position of your rugs every six months. For instance, switch the section that's been getting "doorway traffic" around to a lesser used part of the room—give it a vacation from constant tramping. In bedrooms particularly, rotation of rugs will equalize wear.

In these "no-waste" days we all must do everything to save the things we own. Follow these suggestions and use your Hoover Cleaner regularly. It will actually add years to the life of your floor coverings.

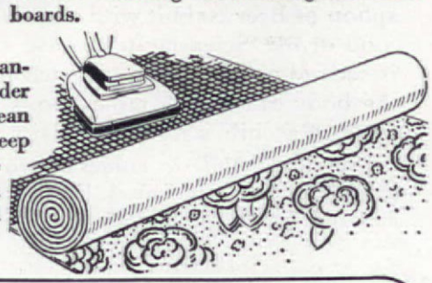


Clean rugs regularly. It's easier to *keep* a room clean than to *get* it clean. A daily cleaning with your Hoover will help keep out the imbedded dirt and grit which wears rugs out. A thorough cleaning—once a week—will insure it. More of the imbedded dirt will be removed if the cleaner is run with the nap of the rug.



Watch out for moths! Moths lay eggs in dark or uncleaned places. Be sure to clean under all furniture and in all corners. Use the Hoover Cleaning Tools along the baseboards.

Clean rug pads, too. At house cleaning time clean the rug pads under the rugs—moths don't like clean rug pads—this will also help keep rugs cleaner, too. Roll up the rug half way, go over pad with your Hoover, replace rug and repeat on other half.



Make Your Cleaner Last Too

No new Hoovers are being made. All of the resources and skills that formerly went into the Hoover Cleaner are now devoted to war production. But the Hoover you now own will give you long and efficient service with just a little care and a regular inspection by us at least once a year.

To be sure of obtaining the proper inspection and genuine Hoover parts and service, register your Hoover with the Hoover Factory Branch Service Station (see classified phone book) or local dealer. If you cannot locate either, write: The Hoover Company, North Canton, Ohio. *Do not discard any broken or worn parts as they must be turned in to secure replacements.*

The HOOVER Reg. U. S. Pat. Off.

IT BEATS . . . AS IT SWEEPS . . . AS IT CLEANS



It's Delicious!

Brer Rabbit Milk Shake

RICH IN IRON *AND* CALCIUM

HERE'S a delicious drink for children . . . and grown-ups, too. Rich in calcium and iron. Milk for calcium . . . Brer Rabbit Molasses for iron—the same *delicious, inexpensive* Brer Rabbit Molasses you use for baking.

To make Brer Rabbit Milk Shake, mix one tablespoon of Brer Rabbit with a glass of milk. A perfect food drink. Scientific tests have shown Brer Rabbit is second only to liver as a rich food source of iron the body can use. 3 tablespoons supply about one-third of a child's minimum daily iron requirements.

Brer Rabbit Molasses comes in two flavors to meet taste preferences: Gold Label, light and mild-flavored; Green Label, dark and full-flavored.

ACCEPTED AMERICAN MEDICAL ASSN.

12 delicious ways to use Brer Rabbit Molasses—*AND SAVE SUGAR, TOO!*

Gingerbread . . . Cookies . . . On Bread and Butter . . . Candies . . . Muffins . . . Puddings . . . Brown Bread . . . Baked Beans (old-fashioned) . . . Pies . . . On Cereal . . . Baked Ham . . . Candied Sweet Potatoes.



SAVE SUGAR by using MOLASSES

15 SUGAR-SAVING RECIPES OFFERED BY BRER RABBIT

FREE—MAIL COUPON TODAY!

PENICK & FORD, LTD., INC., NEW ORLEANS, LA., Dept. AF 10-2.
Send me—FREE—Brer Rabbit's "Save Sugar by Using Molasses," and "Modern Recipes for Modern Living."

Name_____
(Print name and address)

Street_____

City State

by many citizens of larger communities as of negligible importance. We have a moderate-sized lawn, shrubs, flowers, and a sprinkling system. Operation of the sprinkling system was cut from fifteen minutes to eight daily, and with no apparent ill effect. The use of bathtubs and showers was not curtailed, but tubs were restricted to half capacity and the length of showers set at a brisk three minutes instead of a leisurely, wasteful ten or fifteen. Our water bill, as a result, decreased nearly 30%.

AND THE GAS BILL! We cook with gas, and the house is steam heated, using gas for fuel. We bought a few thermometers, dropped unhealthful temperatures from sometimes 80 degrees to an approximate 72 degrees. And with full cooperation from that astute person in the kitchen, our gas bill hit a new low. So we came to another unexpected saving—this time it was a whole 24%.

The telephone bill looked like a problem until, on closer examination, a number of unessential long distance tolls and any number of ridiculously unnecessary outer-zone calls began to come to light. Net result, the telephone bill dropped 20% when we got to work on it.

The laundry bill took a surprising nose-dive, too—28%. Rolls of paper towels were installed in the bathrooms, and instead of racks of bath towels, hand towels and washcloths, one each became the new quota per person. The cleaning and pressing bill also came in for special attention, everything except absolute essentials being ruled out, with pressing for the most part done at home. A 40% saving this time to go into buying more War Savings Stamps and Bonds.

To date, the doctor—bless him! —is an unknown quantity. At last we have taken his advice: warm, dry clothing, sensible habits, well-balanced diet. We haven't seen hair or hide of him for three months.

And speaking of well-balanced diets, cook has seen admirably to that. Portions have not been cut down or normal, individual appetites limited, and the menus are even more pleasantly diversified than previously. Plenty of vegetables, fresh and cooked, home-made soups, meat, fresh and cooked fruits. About the only noticeable change is that we are having more salads nowadays instead of so many rich desserts.

Now for the savings following the adjusted kitchen budget in our home, savings which are being converted into War Savings Stamps and Bonds regularly every month: Grocer, 16%. Butcher, 18%. Dairy (milk, cream, butter, eggs, cheese), 14%. Bakery (bread, rolls, etc.), 18%. Huckster (fresh vegetables, fruits, melons, berries), 12%.

There you have it, for what it's worth—and it's worth plenty to Uncle Sam in the present emergency. A sensible home budget savings plan for the regular monthly conversion of such savings into War Stamps and Bonds; a plan that could well be put into operation in every patriotic, well-regulated home in the United States. Best of all, it should cause little or no inconvenience to any normal American family. And even if it does result in material inconvenience, are we not at war? Are we not expected to make *some* sacrifice of ease or pleasure?

To illustrate the tremendous importance of such a home budget plan, let us consider 100,000,000 families making up our approximate 135,000,000 population:

Savings sufficient to purchase just one War Bond per month per family would amount to the sum of $1,875,000,000—or, for one year, $22,500,000,000. These figures are based on the purchase of just one War Bond per month by one combined family, and do not take into account the purchase of War Stamps. Even in families of more restricted budgets the purchase of War Savings Stamps alone can be pooled and turned in on one War Bond per month by one combined family, and you'd still arrive at the above figures.

AND THE WAY WE LOOK AT IT, our plan has a still further advantage: every member of the household has a hand in contributing to its success. This war is a total one in that it affects literally all of us. So what could be fairer than that we all share, in fair proportion, the task of helping to win it? Especially when our contributions can be made so easily!

If you have read this article conscientiously, you stand where our family stood three months ago —it was just a plan. But we took a patriotic chance and have War Savings Stamps and Bonds to show for it. Our fighting forces are taking chances—every second of the day and night. The real difference lies in the fact that their lives are at stake; with us, it's only our savings.

Our Apologies

to Miss Margaret O. Goldsmith whose name was misprinted and appeared as Margaret Smith in our September issue on page 19. We sincerely regret this error.



A wonderful surge of courage brings your head up fiercely in the face of threats. A flash of your eyes measures the enemy.

Sacrifice? Your answer is a short laugh. Sacrifice is a pleasure. It's something to *do*. It's a way to help. And you — magnificent lady — *you*'ll help. You'll fight like a tigress. We know. We've seen it in the lift of your chin.

But you won't fight alone. Across the street . . . down the street . . . far away . . . near away . . . in tiny towns, titanic towns — we're fighting. All of us. Doing our parts.

The small proud part of Pacific Mills is to produce fabrics. Millions of yards of them, quickly and well. The same fine Pacific Balanced Sheets which have graced your home now ease the stern cots and bunks of your man in the service. The same sturdy fabric now serves in a score of ways.

But from materials not needed for war we continue to make Pacific Balanced Sheets for you. If you can't get them right away, do keep trying; they're well worth waiting for! All of their qualities are created equal—none sacrificed to enhance any other.

Identify Pacific Balanced Sheets by the Pacific Facbook, that grand label which tells all the facts you want to know: size, thread count, breaking strength, weight, shrinkage, finish, type of weave and quality of cotton.

Pacific BALANCED Sheets

PACIFIC TRUTH PACIFIC PERCALE
PACIFIC HEAVY MUSLIN



Made by the makers of Pacific Factag Fabrics

HOW TO MAKE THE WINEGLASS DANCE Place two identical bottles side by side. Plug them with identical corks, in which a V has been notched. On these corks lay identical knives, point to point. Where they meet, set a thin wineglass with some liquid in it.

Tie a button on a string. Gently lower this into the water; the glass will sink down. Raise the button; the glass will rise. *Balance does it!*

To do this trick you must experiment till you have got just the right distance between bottles, just the right amount of liquid in the glass. You must find the "perfection point."

That's how we developed Pacific Balanced Sheets. They cost no more, yet they wear better and feel better—because we found the perfection point where all desired sheet qualities are in proper proportion. For name of nearest store, write to **PACIFIC MILLS**, 214 Church Street, New York.

You need "war paint" for real protection!



THE property owner is both prudent and patriotic, these days, when he protects his home and factory buildings with the most durable paint he can find.

Prudent, because there's no telling how long today's paint job may have to last.

Patriotic, because it's the duty of every loyal citizen to make his things last longer by taking the best possible care of them.

And *pure white lead paint* is the "war paint" that fits into this picture from every angle—protection, beauty and economy.

White lead is made from one of nature's most durable metals—lead. Like lead itself, it resists the weathering effects of time, wind, cold, sun and rain. And, because white lead paint has an "elastic" quality, it does not crack and scale or chip off. That is why a white lead paint job retains its beauty throughout its long life.

The economy of using pure white lead paint is easy to understand. First, it costs no more than regular-quality paint. Second, it saves material-and-maintenance costs by spreading them over extra years of service.

Fortunately, there is no shortage of white lead. There is enough available for all civilian as well as wartime needs. And its uniformly high quality remains unchanged.

Experienced painters will confirm all this. They'll tell you that white lead paint will give you an outstandingly durable, beautiful, economical paint job—one that you can completely forget till the time comes to repaint. It's a shining example of the truth—"the best is cheapest."

LEAD INDUSTRIES ASSOCIATION
420 Lexington Avenue, New York, N. Y.

• • •

CONSUMERS' INFORMATION

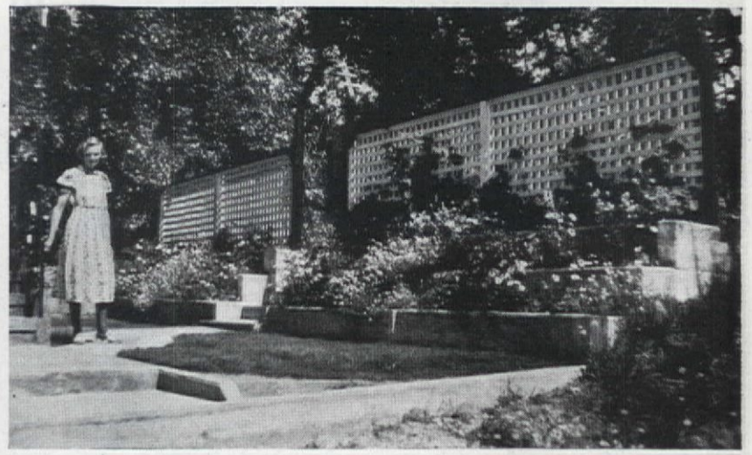
Pure white lead is sold by paint stores in two different forms: (1) as a paste, commonly known as "lead in oil," for use by painters and decorators in mixing their pure white lead paint to order for each job; (2) as pure white lead paint in ready-to-use form, in popular-size containers. You are not confined just to white—white lead can be tinted to a wide range of colors.

White lead is also the backbone of other quality paints. In buying exterior paint it is a safe rule to follow: "*the higher the lead content, the better the paint.*"

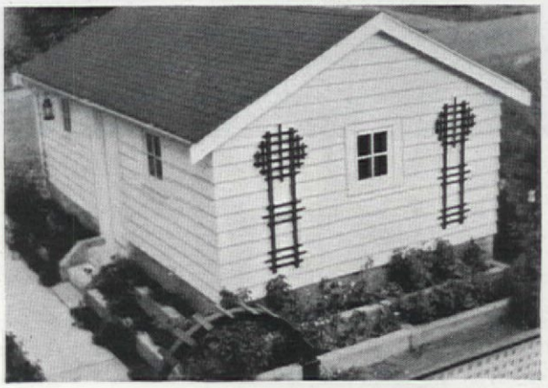
GET THIS FREE GUIDE to better painting—*Send today for valuable booklet* "WHAT TO EXPECT FROM WHITE LEAD PAINT" *containing complete information about low-cost quality painting on all types of surfaces.*

You're money ahead when you paint with

White Lead



Built-up Flower Beds



are a BOON

H. McKENNA

We find them better than grass banks, rock gardens or shrubbery

A LEVEL stretch of lawn is always charming and agreeably effective, but on a sloping lot it can sometimes present problems, notably the treatment of the terminal bank joining the lawn area to that below. This can, of course, be sodded and made a part of the lawn itself. But a steep slope dries out quickly, intensifying the watering chore, and adds nothing to the joy of living for the man behind the mower. An informal rock garden or loose dry wall will retain the bank, but it involves correct construction and brings problems of keeping the soil moist in dry weather and of preventing soil erosion during heavy rains. Sometimes shrubs are planted both to hide and to protect the bank; their deep root systems help lessen both moisture and soil washing problems. But all too often they have a tiresome way of dominating the landscape as the years pass and of taking more than their share of moisture and fertility at the expense of other plants near by.

That explains why my wife and I rejoice over our satisfying solution of the steep bank problem. In our latest garden, the lawn terminates at a lattice fence just at the edge of the slope. Behind it the bank is held by a concrete terrace or wall three feet high at the back, but wide enough to contain three soil panels or pockets in front of different heights, each eight inches in width. Being bottomless they do not restrict the roots of plants growing in them or prevent the drainage of excess water. Among the many advantages of the arrangement we rate ease of cultivation and maintenance. We can dig and weed without breaking our backs or callusing our knees, assured that the next rain will not wash away the loosened soil, and the elevated beds bring the smaller plants up where we can enjoy them more intimately. Also, we can change the soil in the different pockets to meet the preferences of whatever plants we want to grow, whether acid- or lime-loving, etc. But best of all is the fact that, with the soil an inch or so below the concrete edges, we can quickly flood each panel and let the water soak in with a minimum of effort, time, but with maximum results.

To help you HEAT your home on less fuel send for this free booklet



NO MATTER what make heating equipment you have now, or what fuel you burn, this booklet should help you save fuel and money next winter. It's packed with suggestions from G-E heating experts—the engineers behind the G-E oil furnace which is saving fuel for thousands of users. To help keep your present furnace operating efficiently for the duration—and to help make limited fuel supplies go further—write for this free booklet today. General Electric, Div. 21210, Bloomfield, N.J.

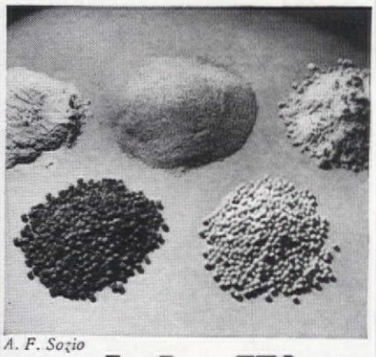
AND AFTER THE WAR...

TURN TO GE

for improved models of heating equipment that even now is setting new records for efficient and economical operation in the homes of thousands of General Electric owners.

GENERAL ELECTRIC

SPICE— and the War



A. F. Sozio

ARE we going to be a spiceless nation because of the war? It is true that several spice shortages are occurring and, as the war fronts multiply, there may be even more. Generally speaking—and we quote both the OPM and the American Spice Trade Association, which should know—there is a sufficient supply of all common spices to see us through at least eighteen months if all imports should be shut off. A restrictive order, however, has been placed on seven spices (ginger, allspice, cinnamon, nutmeg, mace, cloves, and *white* pepper). Black pepper is not listed because we have large supplies here, since the United States has long been the black pepper trading center of the world. Also, there is our own Louisiana red pepper to lend zest to food.

Amazingly enough, America consumes more spice per capita than any other country in the world, while more and more spices are being grown in the United States, Mexico, Chile, Peru. The Southwest offers yellow and brown mustard, and chili powder. Sage is being grown experimentally in Maryland, cloves and cinnamon successfully in Puerto Rico. The Department of Agriculture assures us that we could eventually grow every known herb and spice in the Americas.

Use Freely	
cayenne	celery seed
red pepper	onion and garlic salt and powder
mustard	bay leaves
chili powder	marjoram
dill seeds	cardamom
oregano	anise
paprika	black pepper
curry	cake spice
mixed pickling spice	

In recipes calling for:	*Substitute:*
cloves, nutmeg *and* cinnamon	allspice, same amount (tastes like a blend of all of these)
caraway	dill seeds
white pepper	black pepper
poppy seeds	dill or sesame seeds
mace	anise (sometimes)
cinnamon (in cakes, cookies and pie filling)	mixed cake spices, or ground cardamom or anise

WILL FURNACE "CLOG-ITIS" COST YOU MONEY AND WASTE FUEL?

(Banish it . . . get the most heat out of available fuel)





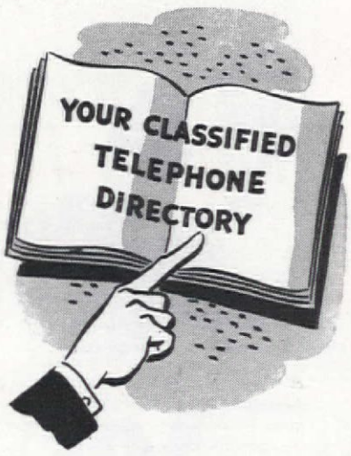
1. **Down cellar** you'll find air filters in the blower cabinet on your forced warm-air furnace. These filters strain out dirt and dust. After a time they get clogged up.

What happens? House gets cold. You're cold. Your furnace has "Clog-itis," wastes fuel. MUST you put up with this . . . ???

2. **No! Get clean filters** that will help your furnace save fuel. Get Dust-Stops*—so *good* they're standard on most forced warm-air furnaces today!

Dust-Stops let plenty of clean, warm air flow freely through your home. Your home is more comfortable. YOU'RE more comfortable. Also . . .





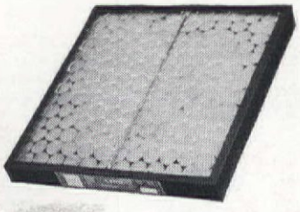
3. **Clean Dust-Stops** banish extra wear on house furnishings that comes from too frequent cleaning. These things are hard to get these days. Expensive, too.

Efficient Dust-Stops stop most dirt, dust, and grime in circulated air. Remember . . . fuel saved means more ammunition for our fighting forces.

4. **Dust-Stops help** your furnace eliminate *wasted* fuel . . . can pay for themselves in a hurry by lowering heating and cleaning costs. They're easy to change. Most sizes cost only $1.50 each.

Look in classified telephone directory for nearest Dust-Stop dealer—call him today.

Save on fuel . . . get better heat with new



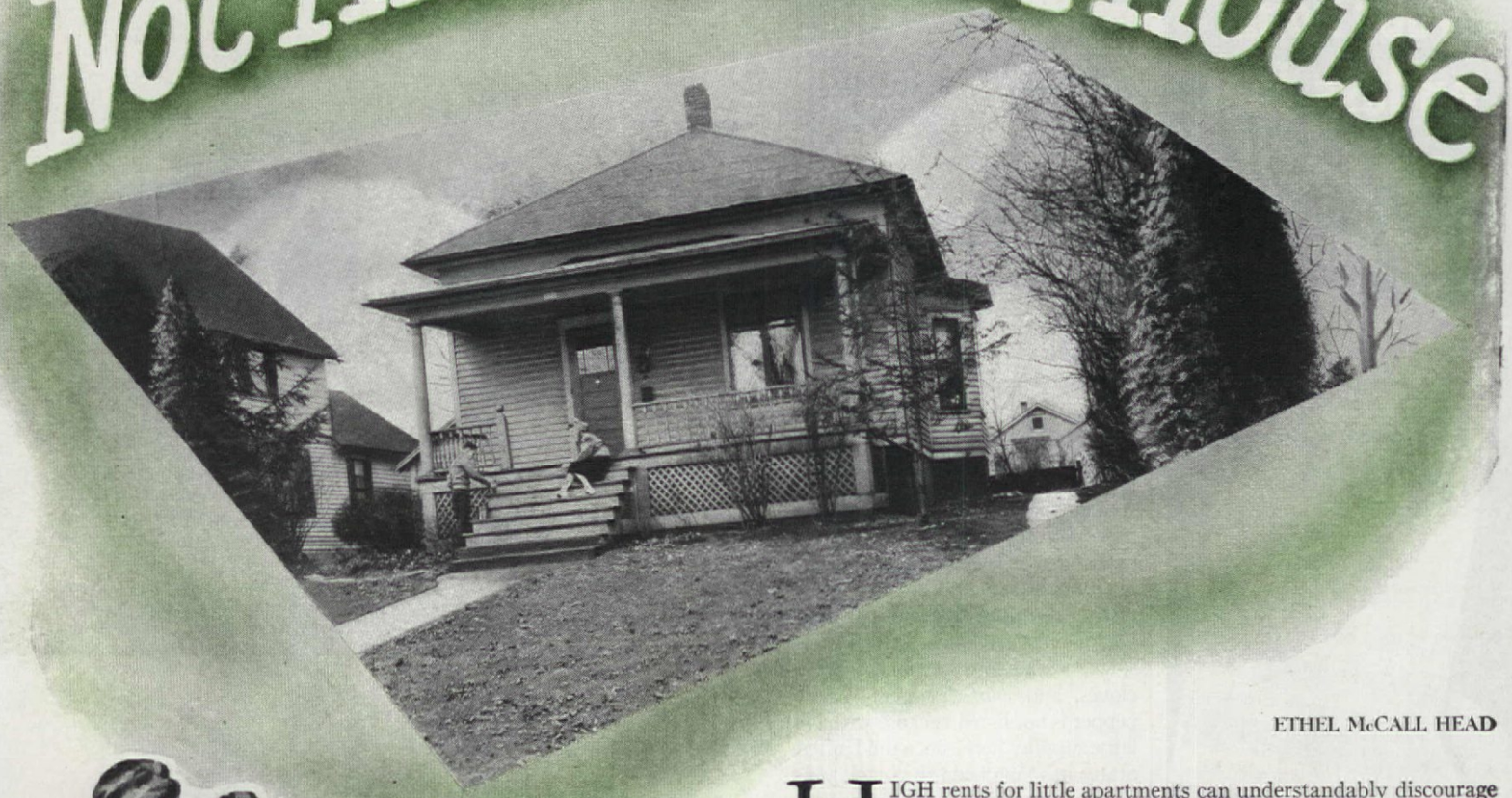
FIBERGLAS* DUSTOP

*T. M. Reg. U. S. Pat. Off.

AIR FILTERS

Made by Owens-Corning Fiberglas Corporation, Toledo, Ohio. In Canada, Fiberglas Canada, Ltd., Oshawa, Ontario.

Not Their Dream House



ETHEL McCALL HEAD



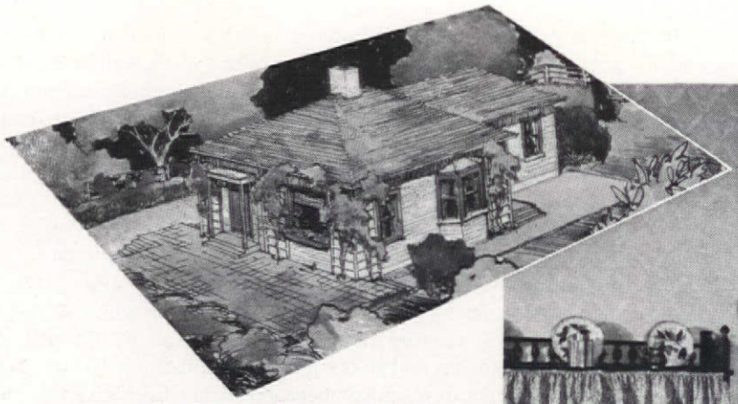
HIGH rents for little apartments can understandably discourage young marrieds, but the Edgar Greiners refused to be daunted. "Renters? Not us"! they insisted. "We want a home. We hate apartments, yet we have practically no money." So, there ensued the usual period of looking and not liking. Then suddenly, in the midst of despair, they came upon a house politely termed by the real estate agents a "white elephant." Under the trees on the crest of a lovely hill, overlooking beautiful homes and a lake, on a lot 185 feet deep, stood the shabby little gray house.

Inside were dirty walls, broken floor registers, peeling paint. Its assets were good woodwork, a bright living room, good plaster. Their minds raced ahead to the day when they could make a terrace across the back for outdoor living. The plan itself wasn't bad. And considering the location and value of the property, and the price at which it was offered, they pounced—and started making monthly payments—on their own home. And now what to do with the "white elephant"?

Ed Greiner took a vacation and went to work at home. The fact that he had never painted, done carpenter work, or refinished furniture, didn't daunt him. He had a wife full of ideas and energy and together they would learn. And they have! The house looks the same on the outside, and they're leaving it that way until their next vacation, when they're going to lift its face to make it look like an architect-friend's sketch of it, but inside, it's something of a seventh heaven.

Now, let's go back to Ed's vacation. Starting in the dreary entrance hall, they applied pinky-clay cold water paint. Next, the ugly fixture was removed from the living room ceiling, and this was painted a soft gray. The wallpaper in this room is pinkish tan with an accent of coral that repeats the color of the couch. An armchair and a footstool were covered with a green, coral, and blue fabric. A questionable present to the Greiners, a mothy, dirty maroon carpet, has really been appreciated, since it was cleaned, demothed, and cut into two parts, solving the living and dining room floor problems. A bad spot, placed in front of the couch, is hidden by a green hooked rug.

The coffee table started out as an antique picture frame, which was set on a base made at a vocational school for the cost of the material. Mrs. Greiner made an illustrated map showing the highlights of their



How the Greiner house will look

—but they're doing very nicely THANK YOU!



courtship for the frame and covered it with glass. Wisely she shunned anything fancy for draperies and used 72-inch unbleached muslin sheeting, with a ruffle one foot wide trimmed with green rickrack. The walnut chest is an old washstand.

The dining-room ceiling was done in soft green. The same paper is used here as in the living room and around the three-window bay the plaster is painted the lush pink used in the hall. The fine old dropleaf table was rescued from the porch of a summer cottage and took many a night's work to restore. Well-designed chairs were the find of a day's poking around in second-hand stores.

The Welsh dresser is most effective with its ruffles of apple-green and pink percale on the lower shelves, and bright china on the higher racks. Kerosene lamps, a dollar a pair in a country store, are used on either side to give a nice sense of balance. Old pictures came out of frames, which in turn were painted fresh apple green and used for four Audubon reproductions, twenty cents for the lot. A donated armchair was reupholstered by the ingenious Greiners, pieces of colored glass were added for gaiety, and now the little bay has become a cozy spot for reading or sewing.







In the master bedroom, gray flowered paper was used on three walls and, to give width and space to the room, the fourth wall was painted red. The dressing table was made of two orange crates, topped with glass. On the red wall hangs a walnut-framed mirror looking just as though it were supported by a bowknot and ribbon, though really it's the wallpaper border, effectively pasted on to cover holes in the plaster. The bed, a wedding present, was treated to a brown quilted headboard, and the room is finished off with an old chest of drawers and two 25-cent camp stools used incognito at the dressing table and telephone.

Off the dining room was the second bedroom, not a "must." But the Greiners did need room for tennis rackets, evening clothes, and cleaning paraphernalia. So, Ed Greiner turned carpenter, and partitioned off a section of the room, using odd doors found around the premises. Inside the space they moored an in-a-door bed which had been given to them, and above the doors they used a curtain of dark blue percale, hiding catch-all shelves. The doors didn't quite reach from wall to wall, so bookshelves fill the space. The remainder of the room was painted soft blue, a braided rug, a desk, and a comfortable armchair were added, and the Greiners had a study. When a guest arrives, the bed comes out of hiding and, presto, the study becomes a guest room.

The kitchen might have stopped less hardy souls. There was narrow, vertical board wainscoting about three feet up the walls, and grimy plaster above. Mrs. Greiner gave the walls a coat of white, and then, with ordinary dark green house paint, proceeded to embellish the room with desert scenes. Brass and copper pots hang on the walls.

Now, besides gracious rooms in which to live and call their own, they have their trees, their yard, and their plans for the future—proof that forlorn little houses can be made into charming homes without disastrous results to even the slimmest exchequer. So, if your spirit of revolt is strong—no matter that the budget is frail—join the Greiners.

REJUVENATION COST LIST

Furniture (all second hand) except couch

Walnut washstand (used for living room chest)	$15.00
Coffee table (solid walnut)	4.00
1 pair antique walnut picture frames	5.00
Solid walnut chest of drawers (for bedroom)	15.00
Four dining room chairs (walnut)	20.00
Walnut Welsh dresser (for dining room)	6.00
Stove (purchased from a friend)	10.00
Total	$75.00

Carpeting (all second hand)

1 discarded large rug (demothed, cleaned, cut into 2 rugs, one for living room, one for dining room)	$15.00
1 light blue braided rug (for study)	3.00
Total	$18.00

Wallpaper

Washable paper for living, dining, and bedroom	$8.90

Draperies

Living and dining room draperies	$12.00
Ruffles for Welsh dresser (percale)	.15
Bathroom (green and yellow percale)	.35
Ruffles for camp stools (used at telephone and dressing tables)	.40
Dressing table skirt (39-cent gingham)	1.56
Draw curtains for study (15-cent percale)	.90
Total	$15.36

Cold water paint	$5.00

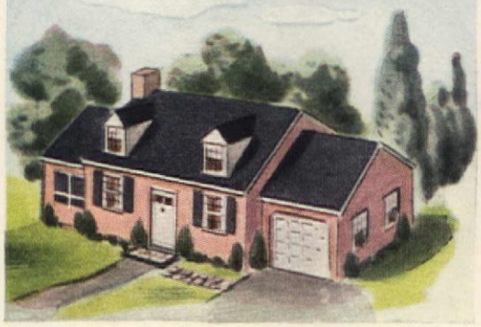
Remodeling of den-guest room

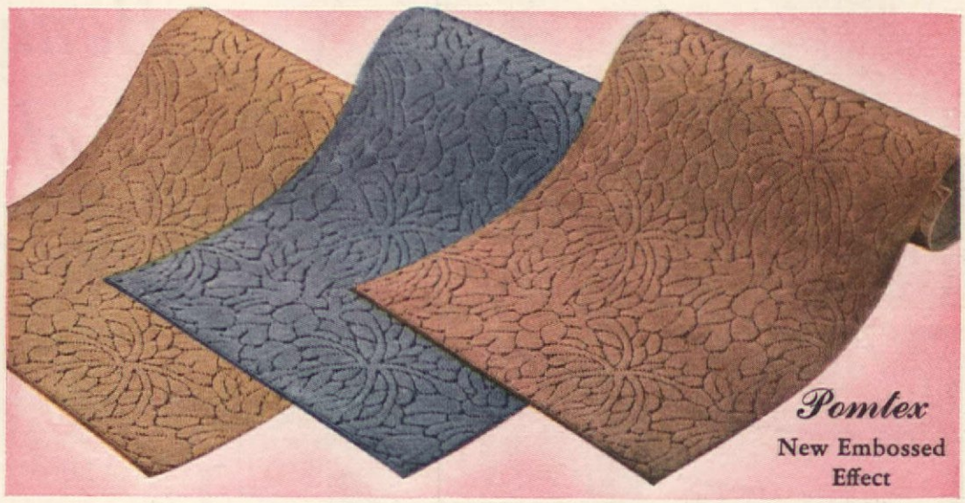
Partition, lumber scraps, new hardware, paint	$25.00
TOTAL COST	$147.26

Cheer Up Your Rooms NOW...—

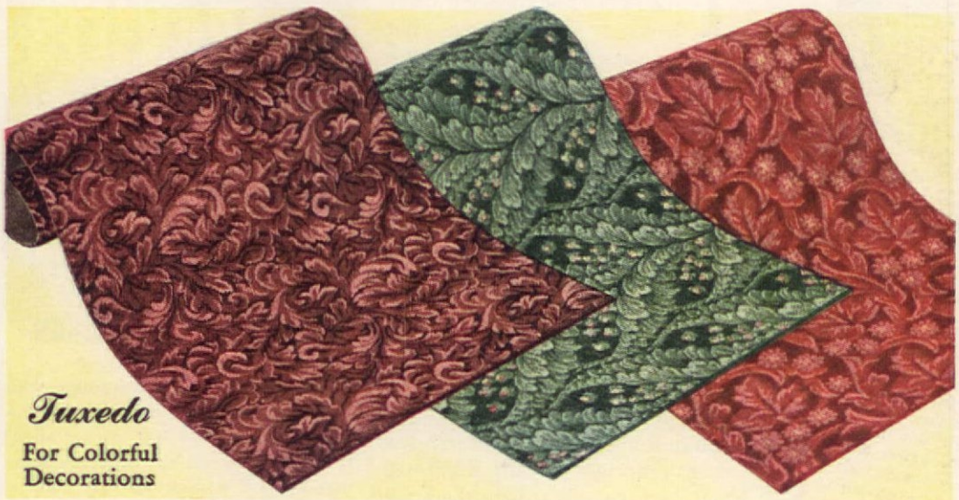
Select Lovely HOLMES WILTONS and Enjoy Them for Years to Come

Some Day We'll All Have a Dream Home! Plan Now—Buy Bonds





Pomtex
New Embossed Effect

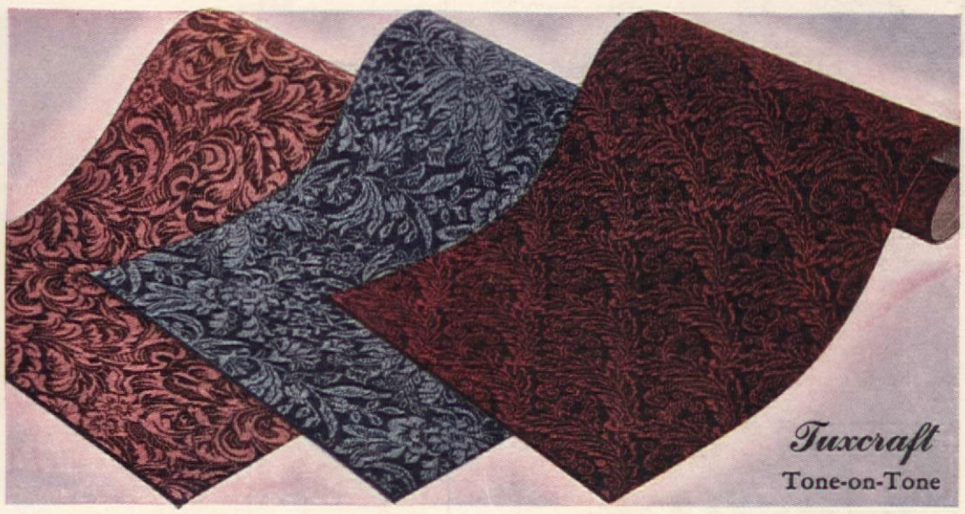


Tuxedo
For Colorful Decorations

Now...More Than Ever Make Home "HOME"

HOME—Center of our American Way of life...Haven of Security for our Growing Children . . . a Pleasant, Happy Place where Loved Ones Work and Play in Harmony. Of course, we'll keep it that way...cheerful and bright for all to enjoy. We Americans always have fought, and always will fight, to preserve our Homes.

HOLMES
Broadloom
WILTON
Styled for Tomorrow

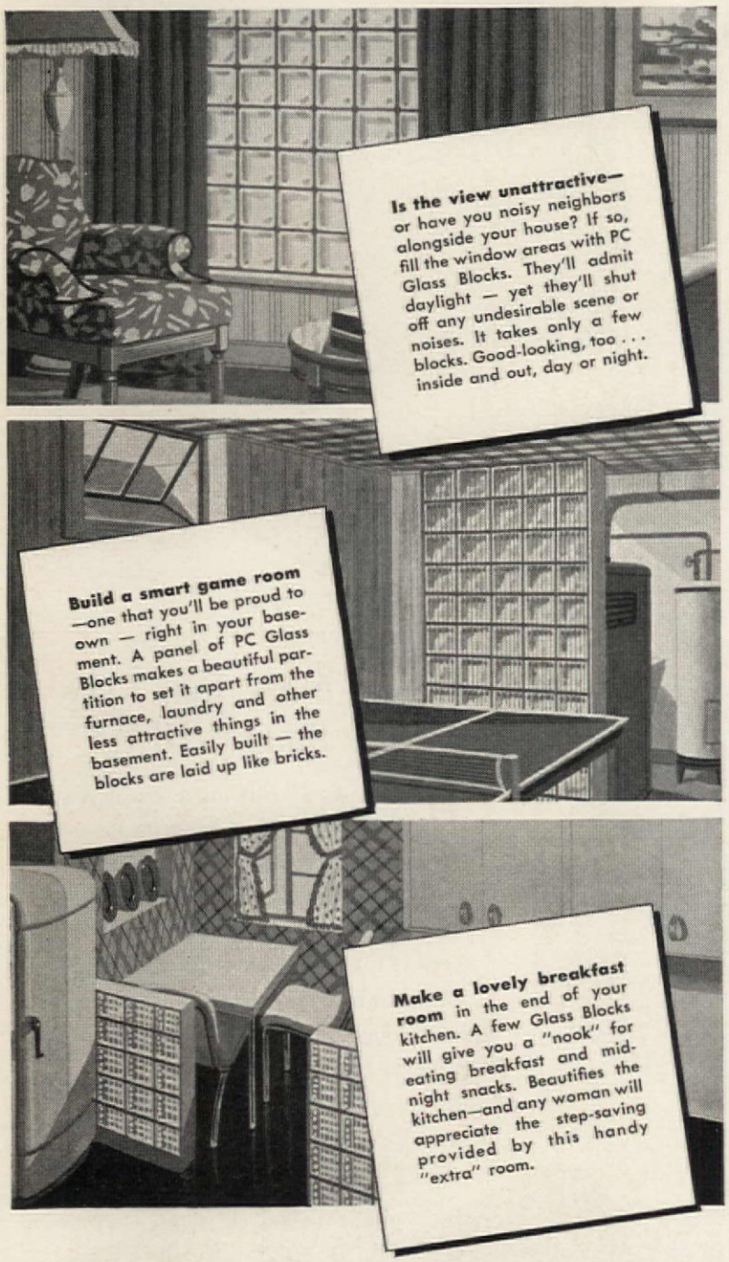


Tuxcraft
Tone-on-Tone

YOU CAN SEE SAMPLES OF HOLMES BROADLOOM WILTON IN YOUR TOWN

IF NOT—WRITE Archibald Holmes & Son, Erie Avenue & K St., Philadelphia, and we will advise you the name of the nearest store featuring Holmes *Styled* Wilton.

"Low budget" tricks you can do with PC Glass Blocks



Is the view unattractive— or have you noisy neighbors alongside your house? If so, fill the window areas with PC Glass Blocks. They'll admit daylight — yet they'll shut off any undesirable scene or noises. It takes only a few blocks. Good-looking, too . . . inside and out, day or night.

Build a smart game room —one that you'll be proud to own — right in your basement. A panel of PC Glass Blocks makes a beautiful partition to set it apart from the furnace, laundry and other less attractive things in the basement. Easily built — the blocks are laid up like bricks.

Make a lovely breakfast room in the end of your kitchen. A few Glass Blocks will give you a "nook" for eating breakfast and midnight snacks. Beautifies the kitchen—and any woman will appreciate the step-saving provided by this handy "extra" room.

IN remodeling an old home . . . or in building a new, low-cost home . . . you'll find PC Glass Blocks extremely versatile. A few blocks here and there can make an amazing difference in the smartness, beauty and practical usefulness of the house. These glass blocks can be laid just like bricks by any mason. They are exceptionally easy to keep clean . . . just need an occasional wiping with a damp cloth. They have high insulation value. They preserve privacy, but let in the daylight. Three sizes, eight patterns to choose from. Send the coupon for free, illustrated literature which shows interesting, inexpensive ways to use PC Glass Blocks.

PITTSBURGH PC CORNING **GLASS BLOCKS**

Manufactured by
PITTSBURGH CORNING CORPORATION

Distributed by
PITTSBURGH PLATE GLASS COMPANY
and by W. P. Fuller & Co. on the Pacific Coast

Pittsburgh Corning Corporation
2109-2 Grant Bldg., Pittsburgh, Pa.

Please send me, without obligation, your free, descriptive literature on the use of PC Glass Blocks in the home.

Name _____

Street _____

City _____ State _____

"PITTSBURGH" stands for Quality Glass

Without Benefit of Decorator

LOUISE MILBURN SIMPSON

IT WOULD be comforting to have a decorator to blame if the interior of your new home looks a little strange, but there is something to be said for going berserk all on your own. The chances are that your nightmares are just as dependable as anyone else's and you have the satisfaction of saying, "I did it myself"!

Almost none of your friends will have the nerve to say that it looks queer even if it does, and if you think you've created a setting that does things for your personality, then you've out-decorated the decorators. How could *they* know by your harassed exterior that you're a glamor girl at heart? No, even your best friends won't tell you, but you can't deny them the pleasure of saying sweetly among themselves, "Of course it doesn't appeal to me at *all*." You've said the same thing about their homes —oh, yes, you have, many times.

One of your most devoted friends may call when you're out to confide in your jewel of all work that *her* girl's room is much—oh, much—sunnier and considerably larger than the one you have provided. Drat the woman! After the way you slaved over that maid's room, repainting the furniture with your own bare hands and finally papering it in the gray and yellow paper she liked (you had considered it for your own room), hoping she would stay until the baby passed the teething stage. Would a decorator have been sympathetic or helpful in such a situation?

Your husband, bless him, became so concerned with the life and habits of termites that you had

ONLY THIS ONE ATTIC INSULATION



SO FULLY GUARANTEES COMPLETE SATISFACTION

● Certainly you should insulate your attic now to tie in with the Government's program of fuel conservation! But be sure to get the attic insulation that FULLY guarantees your comfort and fuel saving! Only Balsam-Wool Attic Insulation offers so far-reaching and comprehensive a guarantee—your *money back* (including cost of application) if you are not completely satisfied! Balsam-Wool offers you SIX double values which assure lifetime efficiency. No down payment required—pay as you use it—Balsam-Wool pays for itself in a short time. Get the facts about Balsam-Wool Attic Insulation—mail the coupon!

BALSAM-WOOL *Guaranteed* **ATTIC INSULATION**

WOOD CONVERSION COMPANY
Dept. 114-10, First National Bank Bldg.
St. Paul, Minnesota

Gentlemen: I want to know more about Balsam-Wool Double-Value Attic Insulation.

To assist us in giving you special information, please check: I am a homeowner ☐ renter ☐ architect ☐ student ☐ contractor ☐

Name.....

Address.....

City.....*State*.....

almost no interference from him. But you loathe the termite man. If he hadn't come along with his tales you could have had that terrace. But, anyway, he did distract the man of the house so that you had a fairly easy time putting it over about not having the clock in the living room and having one wall contrast with the other three. It would have been nice to have a decorator to back you up on these points and to help with the ponderous question of whether to have the cornices in or out of the bay. On the other hand, he might have got in your husband's hair and made him just plain stubborn about your using that stunning black linoleum for the kitchen.

While your husband fumed and fussed over trivial things like plumbing and insulation *and* termites, you grew hollow-eyed over colossal things like paper and paint and where to put the old bookcases.

You had proclaimed so long and so loudly that you'd know just what you'd want if ever you should *do* a house that you couldn't openly admit your wavering faith in your knowledge of decór by consulting a decorator—besides, on consulting your purse, you knew that was "out."

Even so, the living room and dining room walls *are* exactly the shade of that old chiffon evening dress. How you slaved over that and the other paint jobs! How stalwart and untiring you were! How sweet and diplomatic with that most sensitive of men—the painter!

A decorator could have had painter's colic in your place. But would you have had the same tender regard for those pale ceilings, those restful walls, if you hadn't put some of your own life's blood into them?

YOU MADE A FRIEND OF THE PAPER HANGER, too, by furnishing him with good paper and by telling him every day that *never* had you seen paper so beautifully hung. You grinned appreciatively while the house rocked with his inimitable rendition of Figaro, and it paid. When the movers ruined a strip in the hall he came back with a smile *and* Figaro to replace it. Could a decorator have been more far-sighted?

You still cherish your dog-eared collection of home furnishing periodicals. You sought and found within their pages the courage to have your entire downstairs in varying tones of one color. They encouraged you to try slip-covering a couple of chairs yourself. You weren't grateful while you pinned and fit and pricked your fingers, but they turned out pretty darn well and you've got even your husband saying, "She did it herself." And, after all, that's worth a lot.

You read that fabrics must be chosen to harmonize with your walls. Since you were using old fabrics, for the most part, you chose wallpaper to bring out the best in them. The furniture is grateful and has taken on new life in its new surroundings. There was no decorator to say, "My dear, you really must get rid of that old thing." It just happens that your husband wouldn't let you get rid of that old thing and it doesn't look faded against the pale walls.

The blueprints are packed away. Your screams of, "Don't touch the walls"! are less frequent. Your son hasn't had nightmares in the room *he* decorated to express *his* personality. The maid has almost stopped bringing minute defects to your notice and telling you about the wonderful kitchen in the house next door. The bathrooms are pleasantly bizarre. That linoleum man was as full of ideas as any decorator and he said he had nine children—the youngest one, six months, and the eldest one, old enough to lay linoleum.

CARPENTERS AND PLASTERERS STILL POP UP from behind chairs and out of bathtubs with cryptic remarks like, "planing doors," or "cement plaster." And there was that awful moment when you looked up from an engrossing book to see a shaggy fellow leering at you from his crouched position in the fireplace. You screamed.

"It's all right, Lady," he said, "your husband sent for me. The draft wouldn't close."

The doors are beginning to stick so that your welcoming grin gets a little sick while you struggle to let your guests in. But your contractor and your experienced friends assure you that all will be well when the house dries out—in a year or so.

In spite of no center fixtures you *don't* grope around falling over chairs the way your husband said you would. The nursery paper *is* washable. The hall paper isn't, but you never really thought it would be. It was irresistible and you've heard of a wallpaper wax that sounds promising. The draperies *are* long enough. The furniture *did* go in the guest room, and you *are* a nervous wreck. But there are few regrets and you find it satisfying to say on propitious occasions—plenty of them—"But, dear, just *think* of the money I saved by not having a decorator."

1. WILL IT WASH?
2. WILL IT FADE?
3. IS IT STYLED RIGHT?
4. WILL IT LOOK RIGHT ON THE WALL?





THE 4 WALLPAPER WORRIES had me Talking to Myself!

"Then I Learned That This Unitized Seal Guarantees Beauty and Satisfaction!"



Unitized GUARANTEED Wallpaper
SUN TESTED
STYLE TESTED
WALL TESTED
Washable

"WALLPAPER sample books always left me baffled. I might see a paper that *looked* pretty good—but often as not I'd wind up disappointed one way or another. So whenever it came time to decorate I was a victim of the '4 wallpaper worries'.

"Maybe fate took me by the hand the day I came across an advertisement for *Unitized* Wallpapers. '*Beauty and Satisfaction Guaranteed*,' it said. Why I could hardly believe it! Can they mean—?

"I never read an ad with more interest in my life. In a few minutes I learned that *Unitized* papers are designed by the world's best wallpaper artists. How every pattern is *pretested* for style and effect. And that these beautiful papers are guaranteed to hang perfectly, to meet special standards for sunfastness and to be genuinely washable if marked washable!

"All I had to do to be *sure* of this, was to look for the *Unitized seal on the back of the samples.* Did I do it? Say, I had a *picnic* doing it! And I've got the grandest-looking rooms! Well, just see what *Unitized* Wallpapers can do for *you* and you'll know how *thrilled* I am." United Wallpaper Factories, Inc., Chicago, Illinois.



HOW TO SOLVE YOUR WALLPAPER PROBLEMS. *Always look on the back of the sheets in the sample book for the* Unitized *Seal. To learn the newest style trends, visit your dealer's during the* Fall Festival. *In progress now.*

Flatter YOUR FURNITURE FOR YEARS TO COME!



Create a flattering background for your furniture and give the entire room a distinctive, inviting air — simply, easily with Skandia-Flax rugs by Klearflax. Twelve fresh, cheerful color blends that say "welcome" in any language. Smartly different rugs that impart sparkling character to any room — to any furniture.

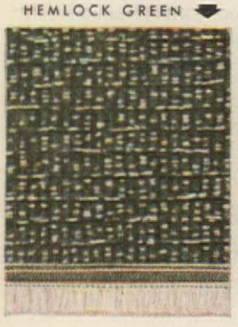
Not just for today or tomorrow — but for many years ahead. Skandia-Flax rugs wear — and wear! And reversible — you use both sides! Skillfully woven of sturdy linen and cotton yarns. (Not restricted materials.) Mothproof and practically burn-proof. Easy to clean, too — no excess nap to retain dirt.

Beauty, character, and long life all woven into one rug sounds expensive — but the low price will surprise you. Inspect thrifty Skandia-Flax rugs at your favorite store. See how they keep home fronts bright and cheery. Write for booklet — KLEARFLAX, 6322 Grand Avenue, Duluth, Minn.

Skandia-flax RUGS FOR EVERY ROOM BY KLEARFLAX

COPPERGLOW

HEMLOCK GREEN



FLAXEN BLUE



MAPLE RUST





Getting ALL You Pay For?

VIRGINIA SKINNER

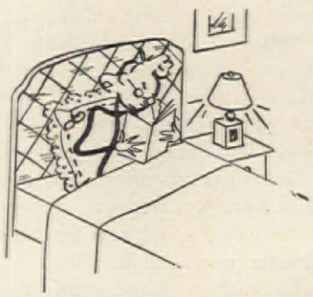
Sketches by A. Killian

MANY a homemaker today is saving fruit and vegetable juices from cooking to make soups, etc., and thus, make use of the precious vitamins they contain. There's another valuable "juice," too—that electric juice you pay for. Is it being used to its greatest possible advantage? We all need light for good eyesight. Good lighting saves our eyes from strain, prevents accidents, makes us see quickly and accurately! Check up to see if you are using eyes and light properly. Be sure you are getting the light you pay for!

DO YOU take care to sit by the window in the daytime if you are reading or sewing?

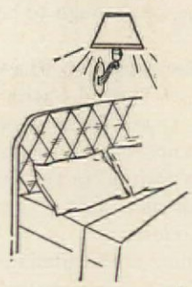


There may be ten times more light at the window than in the corner



HAVE YOU the too-little-and-too-low complex? A lot of women suffer from this!

DO YOU place a small lamp for reading beside your bed or beside your husband's favorite chair? A lamp so low it makes only a small light circle and the light never reaches the book he is reading? Use a taller lamp on your night table with a flaring bell-shaped shade . . . (Be sure the table is tall enough, too.) Or better still, try a pin-up lamp with a diffusing bowl and 100-watt bulb above your bed and realize what a pleasure reading in bed can be.





DO YOU persist in using lamp shades with rosy pink linings just because they look pretty? Try white-lined shades. They'll increase light a third. White surfaces and



ZION LACE CURTAIN MILL, ZION, ILL.
Marshall Field & Company, Inc.,
Manufacturing Division



Take Care of Your

ELECTRICAL WIRING

You want especially to use electricity in your home now—for time-saving appliances—for good lighting. So take care of the wiring which makes this possible. New wiring is difficult to get in wartime.

Don't overload electrical circuits by plugging in too many appliances at one time. Use extension cords with care. Keep extra fuse plugs handy. Call a qualified electrical contractor at any sign of wiring difficulties.

After the war you quite likely will want to improve your wiring so write now for General Electric's booklet on rewiring, "The Poor Wife's Revenge." It will help you in planning. Address Section CDWG-2610, General Electric Company, Appliance and Merchandise Department, Bridgeport, Conn.

GENERAL ELECTRIC

materials reflect light, hence the amount of light is increased without increasing the amount of your electric bill—a cause for rejoicing!



HOW DO YOU use your floor lamp? Do you put the floor lamp by the low lounge chair and hence make the light travel further than necessary? Light loses its strength very rapidly and to receive its full value, we must have it close to our reading or working material. The seat of a wing chair is usually higher than a lounge chair and will bring you and your reading material nearer the light. Your floor lamp will look better next the wing chair anyhow, as the



proportion of height of lamp to overall height of chair is better. Try an I.E.S. bridge lamp with diffusing bowl at your lounge chair. This type of lamp provides light directly over your book and will leave the top of your end table free for ash trays, cigarette boxes, etc.



HATE TO MENTION IT—BUT dirt does make a difference. In fact, 30 per cent of your light can be wasted if bulbs, diffusing bowls and ceiling fixtures are not cleaned carefully and frequently. Gone are the days of chandeliers with their quantities of lights, glaring under elegant glass shades, difficult to clean, terrific on the eyes. It's easy, today, homemakers, to get every last bit of your light value.

Look! New!

Kirsch window draping book

Filled with easy, practical ideas



Your copy is ready for you now!

LOOK what you get in this fascinating new book by Kirsch, leading authority on window styling! Tricks galore for draping every type of window . . . rich, new personality for entire rooms.

And that's not all! A magic color selector . . . never before shown . . . is part of the color guide included in this amazing book. Just move the selector, and presto . . . a wide array of color schemes *automatically* appears for you to choose from.

Makes window decoration fun. Sometimes all you need for a striking, unusual effect is a new drapery fixture . . . or Venetian blinds . . . and Kirschwoods are delightfully economical. Get these new ideas for your home . . . send coupon today for your copy of this thrilling book.

KIRSCH DRAPERY FIXTURES AND VENETIAN BLINDS

Send coupon for your copy today

KIRSCH COMPANY
130 Prospect St.,
Sturgis, Mich.

Please send me my copy of the new Kirsch book on "Draping Tricks" complete with magic color guide. I am enclosing 10c in coin (or stamps) to cover cost of handling and postage.

NAME

STREET

CITY AND STATE



Casserole, and burner, Carol Gifts; linen, Gribbon; Pennsylvania Dutch lamps, Hammacher Schlemmer; Stangl's pottery from B. Altman; Wallace's "Grand Colonial" silver



H. Armstrong Roberts

This month

A HEARTY BUFFET FOR

THE hammock days of summer have gone their way as have the iced tea and fragile sandwiches which accompany them. It's October's turn now, and a more wonderful month for entertaining in the lusty manner is hard to find. This is the weather that brings out that hospitable feeling. It's the time for the gang to go batting about the countryside on bikes, or shank's famous mare, or to yell their lungs out on the sidelines "as the backs go tearing by." No soufflé of humming birds' wings, garnished with rose petals, will satisfy the gastronomic craving brought on by such activity! It's got to be some sort of food that will stick to the ribs. If you've invited your playmates back to the house for the food pay-off, remember that, and



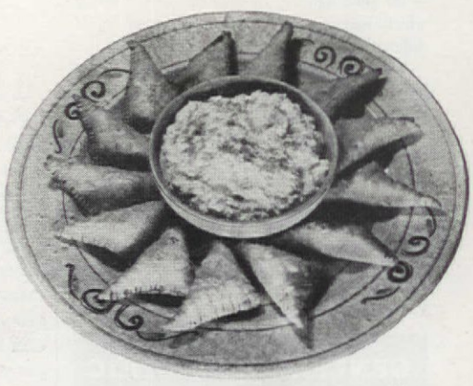
Menu

F. M. Demarest, photographs

Ham and corn custard
Harvest Moon salad
Cheese buns
Bread-and-butter pickles
Fried apple pies
Cottage cheese with cinnamon, sugar
Cider *Coffee*



Stangl's gay "Early Pennsylvania" pottery and Wallace's "Grand Colonial" silver



Your reputation as a hostess will be assured with hot apple pies, by Gourmet Herman Smith

give it to 'em buffet style. It's more fun and less trouble and you can somehow eat more at a buffet without being conspicuous by your lack of abstinence! We've planned this lusty buffet with an eye to the little woman who will have to get it ready, and who still wants strength and time enough to have fun, too. She won't have to play Cinderella-sit-by-the-stove if she plans this meal, for most of it can be prepared beforehand and finished up when the gang gets home and settles down for the evening. That's good planning.

The little apple pies can be all put together in the cool of the morning and left to chill in the ice box preparatory to their final and wonderful hot finish, just before they're served. All the ingredients for the ham and corn custard can be assembled, so that all you need to do at the last minute is beat up the eggs, combine, and pop the result into the oven when the hungry horde arrives. The cheese buns can be made in the same cool of the same morning, as can the tangy cream dressing for the cole slaw preparatory to the finishing touches.

You can set your table, too, and don't worry about the decorations. Even the centerpiece Herman Smith, our Gourmet Editor, dreamed up for this table can be put together at the last minute. All you need is a lowly head of cabbage, a bunch of grapes, a handful of asters from your garden and a zinnia or two for accent. All very simple and very much in keeping with the decorative cue we took from the pottery, which is Pennsylvania Dutch in design origin. That called for sturdy, earthy accessories like the earthenware casserole, in which the ham and corn custard comes steaming to the table to be kept warm over a chafing dish flame. If you serve cider with this meal, as an alternate with coffee, it should be poured from an earthenware pitcher and drunk from earthenware mugs. Serving food in dishes that complement the essential character of that food is part of the art of creating a reputation for yourself. The right serving dishes for food or drink can do the same thing for it as clothes can for each individual. There are elegant foods that require a formal service to be appreciated, and there are good, down-to-earth foods, like these we're telling you about, that are happiest in and on pottery, surrounded by simple accessories. Somehow, fitting service improves the flavor of the food.

After you've done as much as you can by way of preparation, it's about time to start working up the appetites that are going to consume the meal, so it's off to the game or the by-ways, with never a

LUSTY APPETITES

care in the world. When you come home, all you have to do is to pop the ham and corn custard into the oven, and in the thirty minutes or so that it takes to get it brown and crispy, make the cole slaw, heat up the cheese buns and butter them, and put the finishing touches on the centerpiece. Fry the little pies in deep fat the last thing for they want to be hot, and serve them with cottage cheese, dusted with cinnamon and sugar. We don't need to tell you that will dot the "i"!

Within three quarters of an hour from your return home, you can sing out "Come and get it!" and we miss our guess if your friends don't believe you're Superwoman, whom the gods have endowed with secret culinary powers and a magic spoon that stirs up wonders.



Tangy cole slaw dressing, with mustard and horse radish, makes a wonderful foil for ham. Try making a cole slaw and bun sandwich



• ham and corn custard



• cheese buns



• harvest moon sala



• fried apple pies

Recipe printed on back of each photograph

• ham and corn custard

Preparation time: 50 min.

2 tbsp. minced onions
2 tbsp. ham drippings
3 eggs, beaten
1 cup milk
1 cup whole kernel corn
1 cup diced baked ham
1 tbsp. minced parsley
Salt and pepper

Sauté onions in drippings until tender. Beat eggs; add milk, corn, ham, parsley, and salt and pepper to taste. Stir in onions. Pour into an oiled casserole and bake in a moderate oven (350°F.) 30-40 min. or until custard is firm. Serves 4-6.

This makes a good luncheon or Sunday night supper dish and may be served with a tomato or mushroom sauce if you like.

240-360 cal. per serving. Source of vitamins A and B complex.

Submitted by
Mabel Maize-Kelsey

Tested in
The American Home Kitchen

• cheese buns ("easy-to-make")

Preparation time: 5 hrs.

1. Mix together and let soften for 5 minutes: 1½ pkgs. granular yeast, 1 tbsp. sugar, ¼ cup tepid water

2. Scald: 1¼ cups milk
Remove from heat and cool for few minutes before adding: 1 cup grated cheese
Mix together thoroughly. Cool to lukewarm; add yeast mixture. Add liquid mix gradually to: 1 cup sifted flour
Beat until smooth. Cover bowl with cloth. Put bowl in warm place allowing dough mixture to rise one hour.

3. Add to dough mixture: 1 tsp. salt, 1 egg yolk, 2½ cups flour, sifted
Dough should be soft but with shape.

4. On board, sprinkle: 1 cup flour
Put dough on board, cover with cloth, let stand for 10 min. Then knead lightly and quickly until dough rolls into a smooth ball. Grease mixing bowl generously, roll dough around in bowl until covered with fat. Cover with cloth and let rise until double. (1½ hours.)

5. Turn dough onto lightly floured board, cover with cloth and let stand 10 min. Roll out dough to ½ inch thickness. Cut with small size biscuit cutter.

6. Place buns on greased baking pans, 2 inches apart. Let rise until light, about 1 hour. Brush with melted butter, bake at 375°F. for 20-25 min. ***110 cal. per bun.***

Courtesy of
Northwestern Yeast Co.

Tested in
The American Home Kitchen

• harvest moon salad

Preparation time: 18 min.
(Allow 1½ hrs. for chilling)

1½ cups shredded green cabbage
¾ cup shredded raw carrots
½ cup diced green celery
1 tbsp. chopped onion
3 tbsp. chopped red pepper

Mix cabbage, carrots, celery, onion and red pepper together and chill.

Cole slaw cream dressing:

½ tsp. salt
¼ tsp. sugar
1 tsp. prepared mustard
⅛ tsp. paprika
1 tbsp. horseradish
1 tbsp. lemon juice
1 egg yolk, well beaten
½ cup heavy cream, whipped

Mix salt, sugar, mustard, paprika and horseradish together with lemon juice, and add to egg yolk which has been well beaten. Fold in whipped cream and chill. Before serving toss salad ingredients and dressing together. Serves 6.

100 cal. per serving. Source of vitamins A, B complex, and C.

Courtesy of
Charles Gulden, Inc.

Tested in
The American Home Kitchen

• fried apple pies (gourmet)

Preparation time: 1 hr., 10 min.

2 cups flour
½ tsp. nutmeg
½ tsp. salt
½ tsp. soda
½ cup shortening
1 tbsp. vinegar
4 tbsp. cold water
Fat for deep frying

Cut shortening into dry ingredients until of even, small lumpy texture. Add vinegar and enough cold water until pastry is light, not sticky. Chill in refrigerator an hour or more. Roll out thin chilled pastry and cut into 2½ inch squares. Put 1 full tablespoon of apple filling in center of each square. Press moistened edges together firmly to form triangle. Chill pies before frying. Heat fat until 375°F. and fry chilled pies until golden brown (about 3 min.). Serve pies hot with cottage or whipped cream cheese.

Filling:

1¾ cups applesauce
½ tsp. nutmeg
½ tsp. cinnamon
2 tbsp. lemon juice

Mix together and chill before using as filling in pies. ***119 cal. per pie.***

Submitted by
Herman Smith

Tested in
The American Home Kitchen

Photograph printed on back of each recipe

One-dish Meals

If you're living in a one-room apartment with limited cooking facilities, or living in a big house and trying to hold down a new wartime job *and* run your home at the same time, you'll welcome these one-dish meal suggestions. They make good sense—and good eating in ANY household, and for those who have only one gas burner or meagre electric appliances for cooking or even just a chafing dish with an alcohol burner, these particular one-dish meals are manna from heaven!

If your "kitchen" is a chafing dish, use the first dinner menu. Using the chafing dish at the table, you can keep on making more ham and asparagus rolls, being guided by appetites. The tossed green salad can be made according to your favorite recipe, of course making the dressing first in the bowl and then shredding in the greens. Whole wheat muffins or rolls and butter, even thin slices of rye bread make good eating. We suggested Peach Melba for dessert because it's easy to make. Buy vanilla or peach ice cream. Dice or slice peaches thin, and sugar to draw out juice. Do this about an hour or so before dinner. Put the peach sauce in individual sauce dishes and add the ice cream. Or, fill halved peaches with ice cream and pour peach sauce over. Serve coffee in large or small cups—whichever you prefer.

Did you ever cook a beef stew in 30 minutes? You can make a delicious one in the new small pressure cookers. If you're skeptical, have a dress rehearsal before inviting company, but after the first trial, you'll always have it as your favorite company meal. Again only one burner is needed, whether it is gas or electricity. The secret of making a browned stew in a pressure cooker is to brown thoroughly every side of the meat pieces before doing anything else. Do this directly in the pressure cooker. Then take out the meat pieces, brown the butter and onions. Add the potatoes, carrots and celery. Put the browned meat on top, add a quarter of a cup of water and no more. Oh, yes, don't forget the seasoning. Adjust the lid tightly and cook for 20 minutes. Set aside for the pressure to reduce and there you have one of the best stews cooked in a jiffy.

To accompany such an elegant stew we're suggesting cucumbers sliced very thin and saturated with a sour cream dressing. Thin slices of rye bread and butter will go along with the stew and cucumbers. For dessert our vote is for a fresh fruit compote, using whatever fruit is in season. If you want cookies or cake along with the fruit, you may indulge, but the fruit to our way of planning is the perfect ending to this thoroughly satisfying, though easy to prepare, dinner. When it's accompanied by coffee, of course.



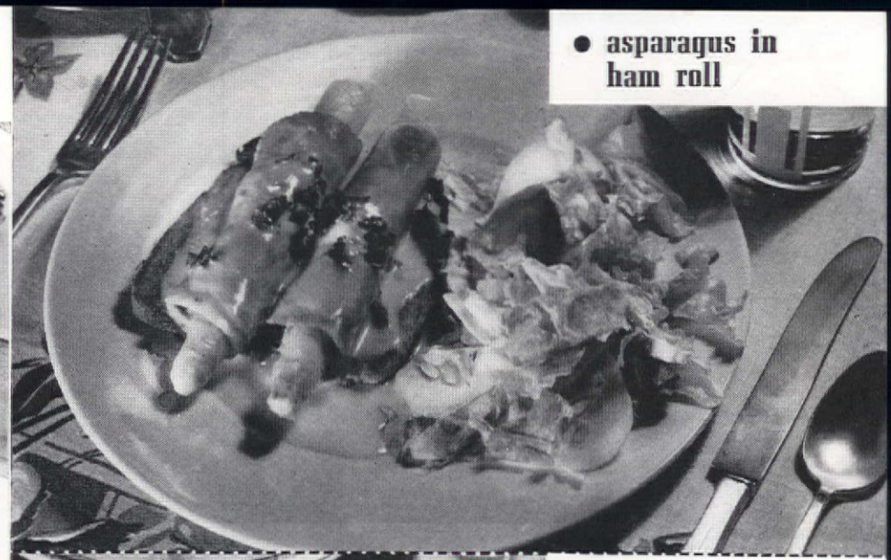
for War-Time Schedules

Do you have an electric grill? Then dust it off and put it to work, not for making pancakes or toasted sandwiches. Such food is good, too, but what we have in mind is a "quickie" grill. Imagine slices of eggplant tenderly fried, grilled tomatoes, grilled liver sausage plus grilled mushrooms, all arranged together. The combination of flavors is excellent. To make it even better, bananas are grilled, too. All this grilling can be done on your electric appliance. The only trick is to start the eggplant and mushrooms first because they take longer to cook. When the eggplant and mushrooms are ready to turn, put the sausage, banana, and tomato slices on to grill. Such timing will find everything ready to serve when you want to eat. And while you are eating your first helping, have another supply grilling away. Because you'll be doing all this at the table, you can eat while the food is hot and watch the second serving being prepared at the same time. Our suggestion is to have the eggplant dipped and crumbed before being brought to the table. Also, have the mushrooms cleaned, the tomatoes sliced, and the banana quartered in advance.

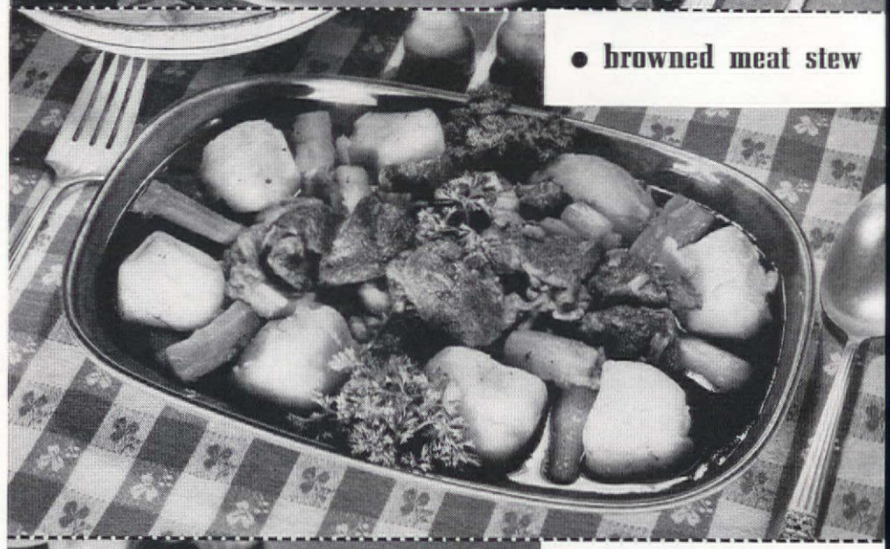
With this grill serve enriched bread and butter. For dessert have fruit salad with an assortment of cheeses and crackers. Always coffee unless you prefer milk or tea. We're assuming you have had your quota of milk sometime during the day.

The fourth dinner suggestion includes stuffed pork chops, sweet-potato sections, and apple slices all cooked together in one dish, a dish that surely will bring applause from the family and guests. We're suggesting a cole slaw to accompany it; also whole wheat bread and butter. For dessert, ice cream with chocolate sauce, or you can have ice cream and cake. Coffee or tea for a hot beverage.

After trying these suggestions for one burner cooking, you'll ingeniously think up many more combinations, all on your own.



• asparagus in ham roll



• browned meat stew



• "quickie" grill



• stuffed pork chops

F. M. Demarest

Recipe printed on back of each photograph



CHAFING DISH

Asparagus in ham rolls with cheese sauce
Tossed green salad
Muffins Butter
Peach melba
Coffee

• asparagus in ham roll

Preparation time: 15 min.

½ cup evaporated milk
1 cup grated cheese
4 slices boiled ham
4 stalks cooked or canned asparagus
Parsley
2 slices toast

HEAT milk in chafing dish, then add cheese, stirring until well blended. Roll one asparagus stalk in each slice of ham, secure with toothpicks and place in cheese sauce to heat through. Garnish with parsley and serve immediately on toast. For a complete quick and easy luncheon or supper, serve with a tossed green salad. Serves 2.

591 cal. per serving. Source of vitamins A and B complex.

Tested in THE AMERICAN HOME KITCHEN



Flex-Seal

PRESSURE COOKER

Browned meat stew
Sliced cucumbers in sour cream
Rye bread Butter
Fresh fruit compote
Coffee

• browned meat stew

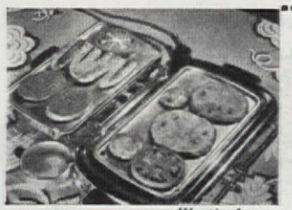
Preparation time: 40 min.

1 lb. beef chuck
1 tbsp. butter or shortening
2 large onions, sliced
4-6 carrots
2-3 potatoes, quartered
1 cup celery, cut in 1" pieces
¾ tsp. salt
⅛ tsp. pepper
⅛ tsp. paprika
¼ cup water

CUT meat into 2" pieces and sear in pressure cooker sauce pan until all sides of meat are browned. Remove browned meat, melt shortening and sauté sliced onions until lightly browned. Arrange carrots, potatoes, celery in bottom of cooker. Put meat on top of vegetables. Add salt, pepper, paprika and water. Adjust cover and when steam appears place vent weight on vent pipe. Lower heat and steam 20 min. Remove from heat for 3 min. to reduce pressure before removing cover. Serves 3-4.

406-542 cal. per serving. Source of vitamins A and B complex.

Tested in THE AMERICAN HOME KITCHEN



Westinghouse

ELECTRIC GRILL

Eggplant and sausage grill
Fruit Salad
Enriched bread Butter
Assorted cheese and crackers
Coffee

• "quickie" grill

Preparation time: 15 min.

2 slices eggplant (¼ inch thick)
Beaten egg or milk for dipping
Cracker crumbs
2 large mushrooms
2 thick slices tomatoes
2 thick slices liver sausage
1 banana, quartered

HEAT grill and oil. Dip peeled eggplant slices in salted and peppered beaten egg or milk, cover both sides with cracker crumbs. Place on grill to brown. Put cleaned mushrooms on grill. When one side of eggplant slices and mushrooms is browned, turn and brown. Place tomato slices on grill; also liver sausage and quartered banana. Turn when browned. Finish all at same time. Arrange slices of eggplant on plate. On each put slice of tomato, then slice of liver sausage, and top with mushroom. Serve hot.

297 cal. per serving. Source of vitamins A and B complex.

Tested in THE AMERICAN HOME KITCHEN



COVERED SKILLET

Stuffed pork chops
Sweetpotato sections
Apple sections
Cole slaw
Whole wheat bread and butter
Coffee

• stuffed pork chops de luxe

Preparation time: 1 hr., 50 min.

4 double pork chops
2 cups soft bread crumbs
¾ cup chopped celery
3 tbsp. chopped parsley
4 tbsp. minced onion
½ tsp. sage
¼ tsp. thyme
1½ tsp. salt
⅛ tsp. pepper
1 egg
¼-½ cup boiling water
3 medium-sized sweetpotatoes
2 apples

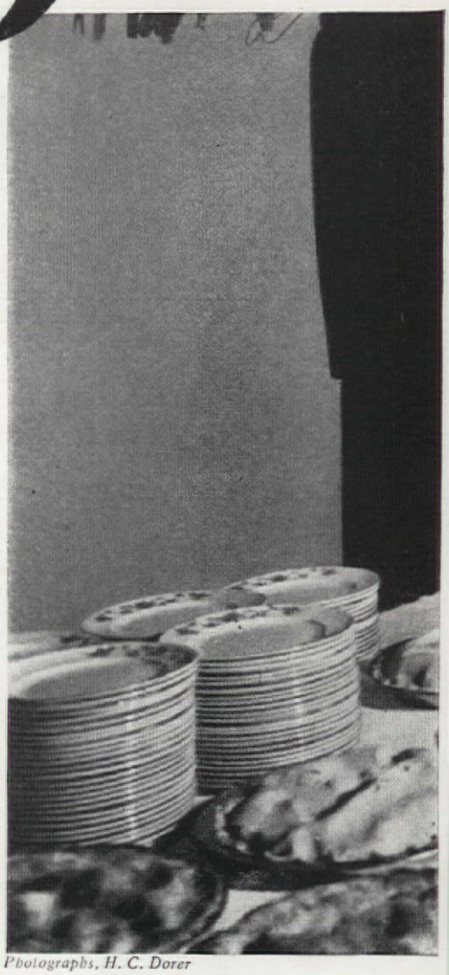
HAVE butcher cut a pocket in pork chops. For stuffing mix bread crumbs, celery, parsley, onion, sage, thyme, salt and pepper and moisten with egg and water. Fill pork chops and fasten with toothpicks. Brown on both sides in frying pan and add potatoes, pared and cut in eighths. Cover, reduce heat, simmer for 50 min. Add apples, pared, cored and cut in ½" slices. Replace cover and cook 10 min. or until apples are tender. Serve with cole slaw. Serves 4.

489 cal. per serving. Source of vitamins A and B complex.

Tested in THE AMERICAN HOME KITCHEN

Photograph printed on back of each recipe

On Call



JOHN ASKLING

Photographs, H. C. Dorer

FESTIVALS, community suppers, church suppers all carry patriotic import these days, for it isn't a long way from church or community suppers to emergency feedings—except that church suppers will be announced in newspapers and can be expected, while emergency feedings are exactly what their name implies.

Under the trees, under tents, in parish houses, and in Sunday School rooms, everywhere throughout this United States where a steeple or a spire can be seen, church suppers have been bringing kindly, gentle folk together for pleasure and to aid in the support of a church. Formerly, this aid was needed to purchase a new organ, new vestments for the choir, to raise the minister's salary, or to help the home and foreign missions. Today, community suppers raise funds for various wartime emergencies and as long as women know how to organize, manage, cook, and serve a community or church supper, there need be no fear that people will not be fed, should an unforeseen disaster descend on any unsuspecting community.

In every community, it seems, women have carried on for generations the organizing, planning, directing and actual work of the suppers. Whether in cities or in the country, every woman does her share, eagerly wearing an apron and "pitching in." Daughters are inducted as waitresses, young sons willingly do K.P., cleaning vegetables and setting tables, while fathers carve and help serve, or even act as cashiers. None of it has been done with the thought that such friendly service would ever be considered "military training" and yet these same church suppers are excellent training should a community be called on to feed multitudes during a short disaster or a siege. The women are

HAD YOU THOUGHT WHAT EXCELLENT TRAINING CHURCH AND COMMUNITY SUPPERS ARE FOR THE EMERGENCY FEEDING OF LARGE GROUPS OF PEOPLE IN WARTIME DISASTERS?

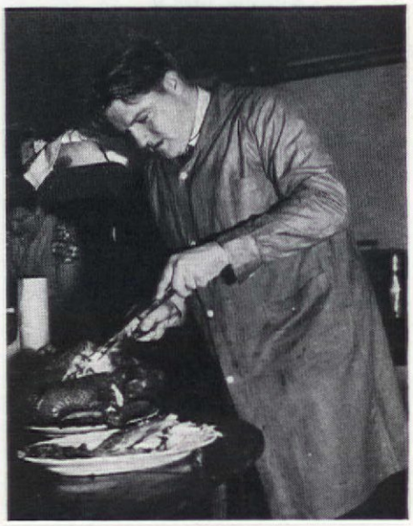
for Emergencies



At a church or community supper that array of apple, berry, pumpkin, mince, custard, and lemon meringue pies is always the cynosure of all eyes and the tempting mecca of the hungry people—proving the popularity of "Make my dessert PIE, preferably apple"



Husbands are drafted for the heavy kettle lifting and expert carving





Church suppers bring kindly folk together for hospitality, friendliness, home-cooked food

accustomed to working in efficient crews, they are used to working cooperatively and amicably together for a common cause. A woman like Aunt Gussie (Mrs. Joseph Roach), who has presided over church suppers for the Middlebush Reformed Church in Middlebush, New Jersey, for many eventful years needs no special training as an efficient chairman. It's these women, like Aunt Gussie, who are ready to offer their services for any emergency feeding. They do not have to learn how to do a community feeding job, they already know. They are resourceful ladies, not excitable, ready to serve with a smile. With such stalwart, loyal women, we have the backbone for any community feeding during disasters. These

New Dessert Surprise!

—AND IT DOESN'T TAKE A GRAIN OF SUGAR!



How it melts in your mouth—this delicious Minute Tapioca Cream! Made with milk and a whole fresh egg! So full of luscious goodness! So rich in the things folks need right now when everyone's working harder!



And listen to this good news! Here's a Minute Tapioca Surprise that doesn't call for a single grain of sugar! A luscious, peppermint-flavored cream with chocolate sauce topping. Just set it on the table tonight and watch the whole family beam!

★ And did you know how many ways you can use Minute Tapioca and save? Try it in meat loaf to stretch meat. Wonderful for pie fillings, too. See recipes on package.



PEPPERMINT-STICK CREAM

1 egg yolk
2 cups milk
3 tablespoons Minute Tapioca
Dash of salt
⅓ cup (2 oz.) crushed peppermint candy (or clear fruit-flavored candies)
1 egg white

Mix egg yolk with small amount of milk in saucepan. Add remaining milk, Minute Tapioca, salt, and candy. Bring mixture quickly to a full boil over direct heat, stirring constantly. Remove from fire. (Mixture will be thin. *Do not overcook.*) Beat egg white until just stiff enough to hold shape. Fold hot tapioca mixture gradually into egg white. Cool—mixture thickens as it cools. Chill. Serve in parfait glasses with chocolate sauce. Serves 4. (*All measurements are level.*)



SEMI-SWEET CHOCOLATE SAUCE—Melt 1 package Baker's Semi-Sweet Chocolate Chips (or Bar) over boiling water. Add 3 tablespoons boiling water and blend; then add 4 tablespoons rich milk and stir until smooth. Serve hot or cold. Makes 1 cup sauce.

MINUTE TAPIOCA

360 *INTERIORS*

is the title of our completely NEW book on home decoration. A practical guide for the amateur . . . fundamental rules of good taste . . . tons of ideas for thrifty, pleasant living . . . 228 pages

Place your order now! **PRICE $1.00**

THE AMERICAN HOME, 251 Fourth Avenue, New York City

women have already inventoried their kitchen supplies. They know about large pots and containers. Yes, church suppers make up a composite picture of community cooperation in a democracy.

Tucked in some corner of any town or country newspaper will be mention of a church supper. Attend one even if you are not acquainted; you will be, by the time you leave. Just go into the church and introduce yourself and you'll find not only a good dinner but genuine friendliness and an appreciation of your interest in its activities. From Maine to Florida, from San Francisco to New York, friendliness, hospitality and good dinners are to be found by him who is friendly himself. And, from church suppers can be learned a valuable lesson of wartime alertness. Every community realizes the importance of self reliance. Facts must be faced and every city, town or community is a vulnerable spot for any type of disaster, flood, rain, wind, ice, or even war People must be fed and food is comforting. To have for every town or community, emergency feeding committees which can be outgrowths of the committees which manage community and church suppers should be part of the plan of each individual community to meet any emergencies which may arise.

If you are chairman of the kitchen committee or a member of the committee which plans the supper menu, here are some pointers. With everyone so nutrition conscious

SANDWICHES for 100

Bread: 6 loaves sandwich bread (averaging 34 thin slices to loaf)
Butter: 1½ to 2 pounds softened (not melted) butter
Filling: 6 quarts

To make sandwiches with speed and ease, follow these steps:

1. Make up in advance all fillings which will be used.
2. If bread is not already sliced, slice and cover with a damp cloth to prevent drying.
3. Have a large working surface and lay out as many slices of bread as possible.
4. Spread each slice with softened butter and filling.
5. Close sandwiches. Cut or trim into desired shapes.
6. If sandwiches are not used immediately, wrap with waxed paper or cover with damp cloth and store in refrigerator or a cool place.



"It's easy to keep mirrors bright with Bon Ami!"

No dull, blurred reflections in mirrors cleaned with Bon Ami Cake! For Bon Ami gets off dust, dirt and finger-marks quickly and easily . . . *leaves the glass unscratched and polished shining bright,* without a trace of "oily" dust-catching film. Try it. There's nothing like Bon Ami for windows, windshields and mirrors.

Bon Ami Cake
LEAVES NO OILY FILM



"hasn't scratched yet!"



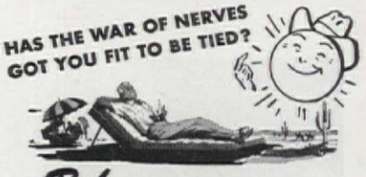
WANT MORE CASH?

SELL *Christmas* FOLDERS!

MAKE BIG MONEY showing our 17 different 50c, & $1.00 boxes, including 3 nationally known DeLuxe 21-folder assortments and 3 Personal name assortments. CASH IN on the big demand for religious cards. Our "Sunshine Line" religious boxes are famous for choice Bible texts, inspiring sentiments and superb artistry. Gift wrappings, calendars, plaques. Write for SAMPLE Offer.

TRIUMPHANT ART PUBLISHERS Dept. D8
Anderson, Indiana or Sacramento, Calif.

HAS THE WAR OF NERVES GOT YOU FIT TO BE TIED?



Relax **in Arizona's DRY Sunshine Shangri-La**

TUCSON

IN ALL AMERICA, there's nothing that compares with Tucson's health-giving, energy-restoring climate! Its tonic, *dry* desert air makes you feel like a new person. Rest or play. You'll be enchanted with Tucson! *Write today.*

University of Arizona • Fine private schools • 500 miles inland • All-grass golf courses • Finest medical facilities.



TUCSON *Sunshine* CLIMATE CLUB
4253-A Rialto, TUCSON, Arizona
☆ *Please send me free descriptive booklet.*



NAME_____
ADDRESS_____

these days, and knowing very well that the food one eats keeps one well, perhaps you are more concerned than ever in having the right kind and amount of food. To have enough of the right kind of food, correctly cooked, is a culinary art. Nothing could be more monotonous than to have too many creamed dishes. Do you remember the surprise covered-dish suppers where everyone brought escalloped potatoes or macaroni and cheese? With harvest suppers, celebrating the abundant supply of crops, our idea of a community supper is to have fried chicken, corn-on-the-cob, sliced cold tomatoes, cole slaw, escalloped potatoes, homemade rolls, butter, all sorts of relishes and of course pie, preferably apple.

Of course if the community supper is served cafeteria style with people collecting their food from a table, there could be more meat choices, such as fried chicken, baked ham, and meat loaf. Also, several kinds of vegetables and salads, and three or four different kinds of pies would give much more variety.

How much food to have on hand depends upon the number of people expected. Usually it is convenient to calculate on quantities for fifty or one hundred. Two fifteen-pound hams will serve 100 people. Half a pound of chicken per person is a safe estimate. For vegetables plan to have 25 to 30 pounds if you are serving 100; while 10 pounds of shredded raw cabbage plus 2 to 3 quarts of dressing will serve 100. Four gallons of potato salad will serve 100, or if you are creaming or escalloping potatoes plan on ½ bushel (unpeeled) potatoes and over a gallon of milk. If soup is on menu, plan to have six gallons for 100 people. Pie cuts vary, 6 or 8 to a pie, so plan on 13 to 16 pies for 100. For 100 you will need 3 pounds of ground coffee, 6 gallons of water (boiling) and 2 eggs. To make tea, use 6 ounces; also, boiling water (6 gallons). Use cheesecloth bags for each. After mixing eggs including shells, and coffee, plunge bag in water and bring to a boil. Steep tea 3 minutes in covered pan.

When working together for a community supper, certain obvious health rules should be observed. Such rules are the creed for workers in any institutions, hotels, restaurants or wherever large numbers of people are served. The outbreak of an epidemic caused by careless food handling is a blight on any church or community supper, so, do take food handling precautions.

HEALTH RULES

1. Use water from safe source.
2. Use milk and cream from safe source, for drinking purposes and in food preparation.
3. Reheat all food thoroughly if prepared in advance. Small containers are better than large ones, because heat will penetrate to center of food.
4. Prepare as much of the food as possible at place where it will be served. Cook vegetables in small amounts of water.
5. Store food under proper refrigeration conditions to avoid loss of nutrition and spoilage.
6. If more than one meal is to be served, store food properly.
7. Arrange for adequate dishwashing facilities, providing plenty of soap and very hot water. If dishes are thoroughly washed in a soapy water and rinsed with hot water (almost boiling), dishes drain dry.
8. Hands should always be thoroughly washed before handling food. Be certain to provide hot water, soap and paper towels.

Many of the rules for planning community suppers are applicable to emergency feeding. Instead of committees, crews of women take over their respective jobs. Instead of a variety of food to serve, the menu is simplified into something substantial which can be satisfying and still quickly made in large quantities under hurried and harassing conditions. A thick vegetable chowder, sandwiches, coffee or cocoa are foods which answer such requirements. If time permits, meat, potatoes and vegetables may be cooked together in a stew. Sweets are not as essential in an emergency, although doughnuts or cookies taste good with a cup of coffee. Prepare foods which are easy to serve, using a minimum number of dishes. Dishwashing facilities must be provided in order to permit a constant supply of clean dishes.

Yes, organization is certainly necessary but experienced women who have for years fed communities can take over such emergency jobs with the greatest of ease.

LET THESE HELP YOU IN FALL ENTERTAINING

☐ Games to Keep Things Going (#124)..... 3c
☐ 6 Minimum Sugar Recipes (#135)..... 3c
☐ Vegetable Convention—a play with cast of 23 persons (#134).. 15c
☐ 10 Large Quantity Recipes, including Sandwich Fillings (#141).. 3c

Send stamps and please order by number and title from
THE AMERICAN HOME, 251 Fourth Avenue, New York City

• FIRST AID

Whenever the skin is broken, there is danger of infection—infection that may cause serious trouble, if neglected. Don't take chances—wash all bruises, scratches and cuts—without delay—with Lysol solution (see below). Wash thoroughly. Repeat as often as necessary. If the injury looks serious, call the doctor.



LYSOL SOLUTION FOR CUTS, ETC.

Mix 2 teaspoonfuls of Lysol with 1 pint of water.

This germ-killing solution spreads when applied, reaching into crevices and skin folds, thus virtually seeking out germs which some germicides might never reach.

• SICK-ROOM CARE

SICK-ROOM CLEANING

When sickness strikes your household, your job is more than nursing the patient; it's helping guard the others, and yourself, from catching the infection. Many hospitals use Lysol for just this purpose.



In the Sick-Room . . . Wash all furniture, floors and woodwork with Lysol solution (see below). Won't harm paint or varnish.

LYSOL SOLUTION FOR SICK-ROOM CLEANING

Use 2½ tablespoonfuls of Lysol in 1 gallon of cleaning water.

REGULAR • HOUSE CLEANING

Every home, no matter how spotless it *looks,* may harbor dangerous germs. Many hospitals clean, disinfect with Lysol. Uncle Sam uses Lysol to help protect men in the service. In *your* house—kill germs as you clean, with Lysol. Don't trust to "washing compounds" alone.



LYSOL SOLUTION FOR HOUSE CLEANING

Use 2½ tablespoonfuls of Lysol in 1 gallon of cleaning water.

Floors, stairs, stair rails, may harbor dangerous germs (germs which little fingers can transfer to the mouth or food). So kill these germs as you clean. Add Lysol to your cleaning water. Lysol is soapy in nature; makes cleaning easier; won't harm paint or varnish.

SEASONAL • HOUSE CLEANING

Some deadly germs live a long time. So whenever you give your house a "thorough" cleaning, be really thorough. Put Lysol in your cleaning water and kill germs as you clean.



LYSOL SOLUTION FOR HOUSE CLEANING

Use 2½ tablespoonfuls of Lysol in 1 gallon of cleaning water. Add soap if you like. Clean as usual.

NOTE: Lysol will not harm paint or varnish.

In Closets . . . Wash all shelves, walls, ceilings, floors, in Lysol solution for house cleaning.

Where food is stored . . . Keep down infection danger by regularly washing shelves, bins and pantry throughout, with Lysol solution for house cleaning.

Copyright, 1942, by Lehn & Fink Products Corporation

• FIRST AID



BURNS, SCALDS

Some bad infections may come from carelessly treated burns or scalds. So dip absorbent cotton into Lysol solution for burns and scalds (see below) and pat burned area *gently*. Then apply any good protective salve, and bandage lightly. Call a physician.

LYSOL SOLUTION FOR BURNS AND SCALDS

Mix 1 tablespoonful of Lysol with 1 quart of lukewarm water.

NOTE: Do not use on large area of body, nor too often on any single area.

• SICK-ROOM CARE



Things from the Sick-Room . . . As soon as they leave the patient's room, all china, glass, silver and trays should be washed in Lysol solution. Also basin used for bathing patient; chamber pot, bed pan or urinal; combs, brushes, everything else used by the patient.

LYSOL SOLUTION FOR SICK-ROOM ARTICLES

Use 2½ tablespoonfuls of Lysol in 1 gallon of water.

Sick-Room Laundry . . . Soak all patient's nightgowns or pajamas, bed linens, tray linens, towels, wash cloths, handkerchiefs overnight in Lysol solution, before laundering.

REGULAR • HOUSE CLEANING



Garbage Pails can breed germs (germs which may be carried by flies to food or to places where food is prepared). Empty and clean regularly with Lysol solution (below).

LYSOL SOLUTION FOR HOUSE CLEANING

Use 2½ tablespoonfuls of Lysol in 1 gallon of cleaning water.

Sinks catch many germs—here again, use your faithful Lysol solution for house cleaning. On drainboards, shelves, kitchen tables, too.

Bathroom should be kept hygienically clean. Wash toilet (bowl and seat), basin, tub, tile walls, floor, shower, with Lysol solution for house cleaning. Lysol deodorizes as it cleans and disinfects. Cleanly odor soon disappears.

SEASONAL • HOUSE CLEANING



In Attic and Cellar . . . Sprinkle before you sweep with Lysol solution (see below). Then mop or wash up with this same germ-killing solution.

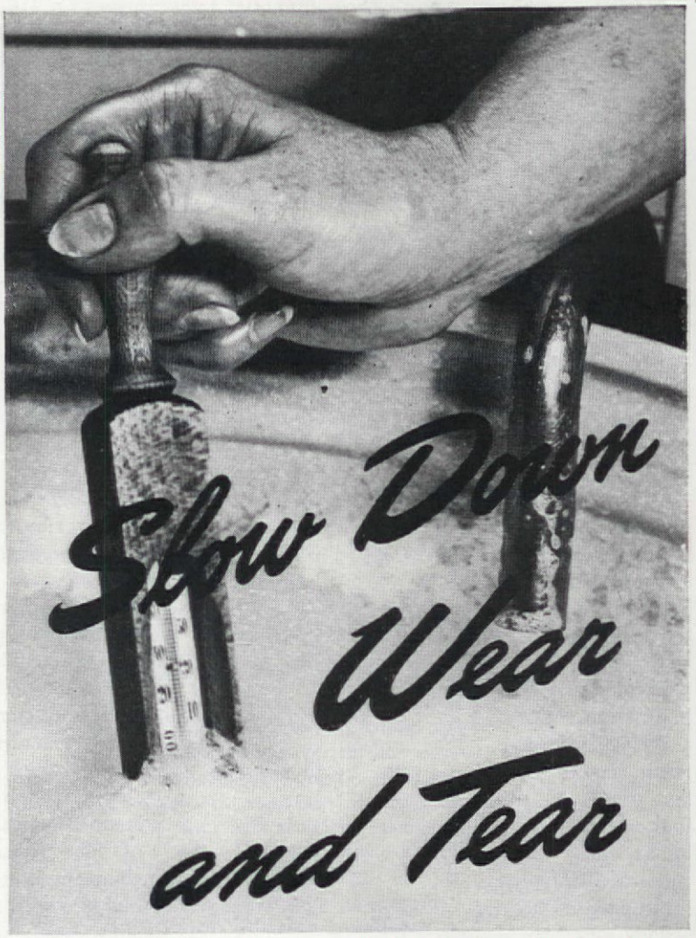
LYSOL SOLUTION FOR HOUSE CLEANING

Use 2½ tablespoonfuls of Lysol in 1 gallon of cleaning water.

Wash all kitchen and bathroom surfaces, as well as floors and baseboards throughout the house, with Lysol solution. Empty the garbage pail regularly and wash out thoroughly with Lysol solution.

Now—your Cleaning Things . . . Wash all cleaning cloths, brushes, pails, mops with Lysol solution for house cleaning.

Copyright, 1942, by Lehn & Fink Products Corporation



Photographs and research, Helen B. Ames, Cleanliness Bureau

III. CARE OF YOUR BEDDING

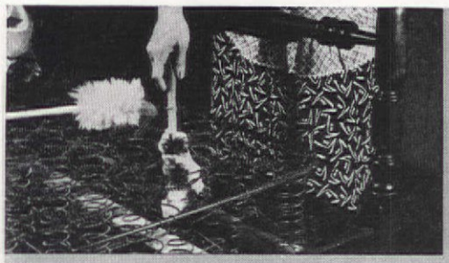
SLEEP well, sleep tight, if you're going to wake fully rested and all set for the added demands on your time these busy days. This wish stands a fine chance of fulfillment if you keep your blankets and bedding immaculate and soft with careful laundering. For refreshing slumber in cold weather, the extra bedclothes should provide warmth without excessive weight. If your wool blankets come out of the wash harsh and scratchy, if your quilts are rough and matted, or your down-filled comfortables get lumpy, they've lost some of their warming power. To keep out the cold, wool covers must be fluffy.

Arm yourself with the washing needs of these coverings and you can successfully freshen them right in your own home. Other bulky pieces, too—such as spreads, mattress covers, and even feather pillows—can be safely cleaned in your washing machine.

In washing wool blankets, soaking is taboo. And never use hot water. Both cause roughness, matting, and shrinkage.

For professional results, then, use lukewarm water with a generous amount of mild soapsuds. A four-inch standing suds will buoy up the blanket and make the washing action less rigorous. Wool things need twice as much soap as cottons. Two or three minutes will usually be sufficient to remove the soil. Over-washing mats the nap and causes harshness and shrinkage. Over-crowding is unwise too. One full-sized blanket is a large enough load for an ordinary machine. If the binding is still dirty at the end of this time, rub it gently with a soft, well-lathered brush.

Remember that woolens can't stand changes of temperature so use the same lukewarm water for the three rinses. Dry blankets outdoors if the weather is mild, preferably on a breezy day, as a brisk gale means quick drying—an important point in successful washing of wool. On frosty days, however, the house is a safe place. Spread them over two lines or bars, leaving air space between, and shift the position several times while drying. Don't hang blankets near a radiator or stove, and use no clothespins, please





• springs and covers

BE surprised at how easy it is to clean your bed springs by working in and out among the spring coils with a long slender brush. Dip brush first in soapy water or use a liquid disinfectant. Keep springs and mattress free from dust and soil with cotton or muslin covers. Before washing these, close all fasteners and wash in hot sudsy water; rinse in two clear waters. Ironing isn't necessary because they'll mold into shape again when put back in use.



Always pick a clear, windy day if possible for washing pillows as it makes short work of drying and restoring fluffiness to feathers



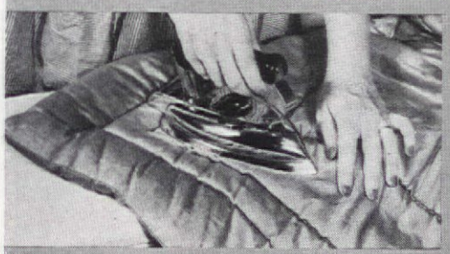


• feather pillows

WHEN feather pillows get soiled—as they're bound to after much use—don't hesitate to wash them just as they are, without bothering to transfer the feathers to a linen bag. First cut a slit about four inches long at one end of the pillow, and sew a square of muslin securely over the slit. This lets the sudsy water swoosh in and out more effectively. One pillow at a time is better in your washing machine.



If you change the pillow cases twice a week, the pillows won't need to be washed so often



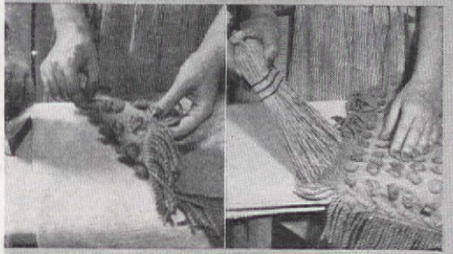


• comforters

LAUNDERING wool-filled quilts or comforters calls for lukewarm water and a three-inch standing suds. Use a second suds, two rinses, and squeeze as dry as possible. Hang on two lines and change about during drying time. Shake to keep moisture from accumulating in spots. When entirely dry, press cover with a moderately warm iron. If down-filled, work between your fingers when dry to distribute the down fill evenly. Send your special pride and joy to the dry cleaners.



A thermometer insures correct temperatures to give your bedding the best beauty treatments:
Woolens 90°-100°F.
Colored and rayon spreads 100°-110°F.
White linens 140°-160°F.





• chenille and candlewick

IRON closely tufted candlewick spreads on wrong side on a soft towel to keep tufts fluffy. Use whisk broom to make quick work of straightening the fringe without tearing or fraying the strands. For chenille spreads, brush the nap occasionally as it dries. Then when you spread it on the bed, go over it with a clean whisk broom. That's all it needs—one of the nicest things about chenille is that it doesn't require ironing, yet keeps its shape.



Child's Dress Passes Linit Laundry Test

Washed, Linit-Starched, and Ironed 113 Times; Looks Perky and New

The child who wears LINIT-starched clothes looks smart and well-groomed. Her clothes stay clean looking longer. They're easier for Mother to iron. AND they're easier on Mother's clothes budget. For LINIT-starched fabrics wear and *wear*. LINIT penetrates the fabric, covers tiny fibres with *protective* coating.

Free! The helpful "LINIT LAUNDRY CHART". Write Corn Products Sales Company, 17 Battery Place, New York, N. Y., Dept. LA-10.

ALL GROCERS SELL LINIT

LINIT
PERFECT LAUNDRY STARCH
MAKES COTTON LOOK AND FEEL LIKE LINEN

PENETRATES THE FABRIC
PROTECTS THE FIBRES

ALWAYS IN STYLE!

PABCO
Soil-Sealed
LINOLEUM
Patterned in
9-INCH MARBLED SQUARES



Here Pabco Marbled Squares, No. 2013, with feature-strip of Pabco black Onyx-tone No. 5551, supply an ever-new decoration theme for the entire room . . . and a sparkling setting for high morale on the home-front!

3-WAY SUPREMACY

1. SOIL-SEALED!

The linoleum-pores are impregnated and sealed to preserve life, color and beauty . . . and to resist penetration of dirt, stains and footprints.

2. SUPER-WAXED

by unique factory method. Amazingly simplifies cleaning and maintenance!

3. NEW COLOR-FIDELITY!

Pabco brings the most desirable hue in every color . . . thanks to Pabco's advanced methods of color-control.

So livable, so lasting . . . and so inexpensive! Choose Today from your dealer's colorful new array of Pabco Soil-Sealed Linoleum patterns! For popular booklet of redecoration ideas, send two 3¢ stamps to Dept. E, nearest Pabco office.

THE PARAFFINE COMPANIES, INC.
New York • Chicago • San Francisco
Makers, also, of Pabco Guaranty Rugs and "Stainless Sheen" Floor Coverings



For thorough cleaning and easy washing, put only one blanket into your machine at one time; launder singly

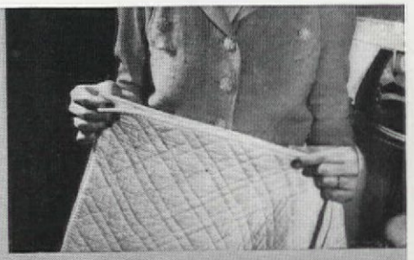


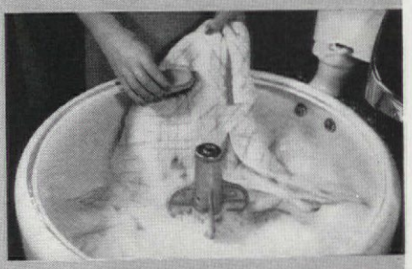
Striped blankets should be dried with stripes hung downward so there will be no danger of the colors running into body of blanket. (Be sure blankets are hanging properly, i.e., over two lines so they will dry more easily and have no clothespin marks) . . .



Blankets stay clean longer if the sheet has a wide turnover to protect them—from 15 to 20 inches at least

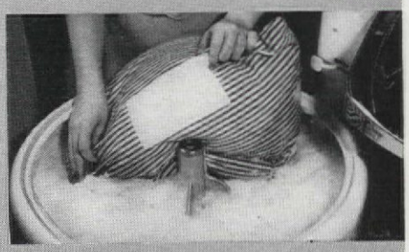
• mattress pads

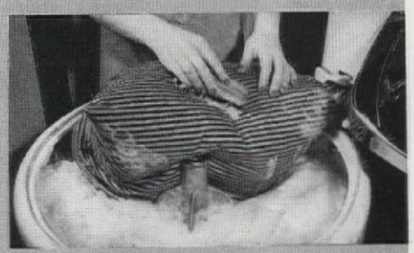




REMEMBER that the mattress pad, although protected by a sheet, eventually gets soiled. Prepare a heavy lukewarm suds by doubling usual amount of soap used, and wash 5-7 minutes in the washing machine. Use a brush on any stubborn stains and on the binding. Rinse twice in plenty of lukewarm water and handle carefully to prevent filling from breaking and lumping. Straighten corners carefully and stretch into shape to dry—easy, as ironing is unnecessary.

• feather pillows





USE extra heavy lukewarm suds so the feathers will be soft and pliable. If the water becomes dirty or the bubbles go flat, mix up a fresh batch of suds. Bad spots on the cover may be rubbed with a brush. Rinse three or four times in tepid water and squeeze out the excess moisture. Hang carefully by two corners so they won't need ironing and change positions during drying to help restore the fluffiness of the feathers. Frequent punching will also fluff 'em.

• bedspreads





IF you own a prized hand-crocheted spread, you won't want to spoil its beauty by wrong treatment in the tub. Wash it in lukewarm sudsy water followed by lukewarm rinses. Support it carefully with both hands when you lift it from the water. It's a good idea to pin it to a clean sheet before hanging to dry. For rayon and silk spreads marked *washable*, use lukewarm water and a warm iron. If they're not guaranteed wash-fast, test a corner first in clear lukewarm water just to be safe.

• chenille and candlewick





THERE'S a wide choice nowadays of designs and colors in chenille and candlewick spreads that are colorfast to washing and sun. The pile of chenille will stay upright if you go easy with it and don't rub, twist, or wring with heavy pressure. Wash in deep lukewarm suds and, when rinsed, hang the spread across two lines, brushing the nap occasionally as it dries. For candlewick spreads with tufts far apart, use small iron, weaving in and out between "wicks."



"I want to tell everybody ...about Tampax!"

NO BELTS
NO PINS
NO PADS
NO ODOR

WOMEN who discover Tampax usually want to tell it aloud from the housetops. And why not? . . . This kind of monthly sanitary protection can be worn with *any* costume without a bulge or edge-line showing. And it brings a new sense of glorious freedom to the wearer.

Tampax was perfected by a doctor—to be *worn internally*. Made of compressed surgical cotton, the Tampax is very small in size but extremely absorbent. Each one comes in patented throw-away applicator—for quick and dainty insertion. No chafing. No odor. No disposal trouble. You can change it in a jiffy—and need no sanitary deodorant.

Three sizes: Regular, Super, Junior. (The new Super is about 50% extra absorbent!) Use Tampax and you can travel, dance . . . use tub or shower . . . keep on the go . . . Millions using it. Sold at drug stores, notion counters. Introductory box, 20¢. Economy package of 40 gives you a real bargain. Start Tampax today! Tampax Incorporated, Palmer, Mass.

Guaranteed by Good Housekeeping

Accepted for Advertising by the Journal of the American Medical Association



American Home Flower Prints in Homemade Frames

WE WANTED to use mahogany frames but moving had left us flat, stony broke and we did want to use the flower prints to fill up a bare wall. So I pondered and meditated and cogitated and then made the frames myself.

First I went to a wallpaper shop and begged a sample of the kind of wallpaper that looks like mahogany veneer. The proprietor tore it from an outdated sample book, and was glad to give it to me.

Then I cut from cardboard (the kind the laundry puts in shirts) four 1¼" frames, with the inside dimensions the same as those of the prints. One of these I cut through in bevelled lines at the four corners to use as a pattern; the other three were to be used as the actual picture frames themselves.

Next, I cut from the wallpaper four strips for each frame, each strip about ½" wider on each side than the pattern pieces, but following the pattern exactly along the bevelled ends. All the pieces were cut with the grain of the "wood" running the length of the strip. These strips were next pasted on the frames with library paste. I took special care in matching the bevelled edges. The ½" excess on the sides of the strips was turned under the cardboard (around the inside and outside of the frame) and pasted.

The prints themselves I pasted to rectangles of cardboard slightly smaller than the outside dimensions of the frame, and each cardboard was centered carefully behind the frame and glued to it. To each cardboard backing, in turn, I glued a small loop of cord about two inches from the top edge.

Finally, I spread a thin coat of floor wax on the frame and rubbed it very lightly and carefully with an old handkerchief. The surface of the pictures I left strictly alone. I was tempted to shellac them, but I was pretty sure that shellac would cause the printed matter on the reverse side to show through.

Three carpet tacks made admirable picture hooks. They were spaced so the framed pictures would be about an inch and a half apart. I slipped the cord loops over them, and at last stepped back to view the results. The prints sparkled, the "mahogany" glowed, the ensemble was charming!

My husband duly patted me on the back and told me how proud he was. But the nicest part is that, although the prints have been admired by many persons, no one has ever noticed that there was anything at all unusual about their frames. And that's what makes *me* proudest of all!—JEAN TRILLING

NOW LET EVERY
PYREX BRAND DISH
SERVE YOU ALL THESE WAYS!



1. TASTY MEATS AND FISH! Your Pyrex utility dish cooks roasts, fish, chops, all kinds of main courses. Cook, serve, store leftovers in same dish with no extra dishwashing! 10½" size, only 50¢

IN times like these you can keep every modern Pyrex dish busy! For example, just check all the ways you can use this one! Each smart Pyrex dish can be used for a dozen appetizing recipes. And you can serve and store each food in the same sparkling clear utensil it was cooked in. Pyrex ware cooks better, and faster—saving fuel. It washes easier! Choose Pyrex ware to help you serve better meals for less money!





2. TEMPTING VEGETABLE DISHES! See how this Pyrex dish dresses up vegetables and makes them more appetizing. Tomatoes stuffed with corn and peas; candied sweet potatoes; individual Hubbard squashes; a dozen others!





3. CRISP SALADS! Ever think of using your utility dish as a salad bowl, or for serving chopped-up fruits? Adds sparkle and charm to any table, and washes clean as a whistle with no effort at all!

4. DELICIOUS DESSERTS! Ginger bread, cakes, puddings, custards are just a few of the many good things you can prepare and serve in this glistening Pyrex ware utility dish!

EVERY GLEAMING DISH HAS A DOZEN USES!



NEW deep "Flavor Saver" pie plate with handles. Fluted edge keeps juice and flavor in your pies! Many extra uses. 10" size..only 45¢



NEW Pyrex bowls perfect for mixing, baking, serving and storing! Nest together to save space. Set of three—1, 1½ and 2½ qt. sizes...only 95¢

Amazing Pyrex Utensils that fear no fire!



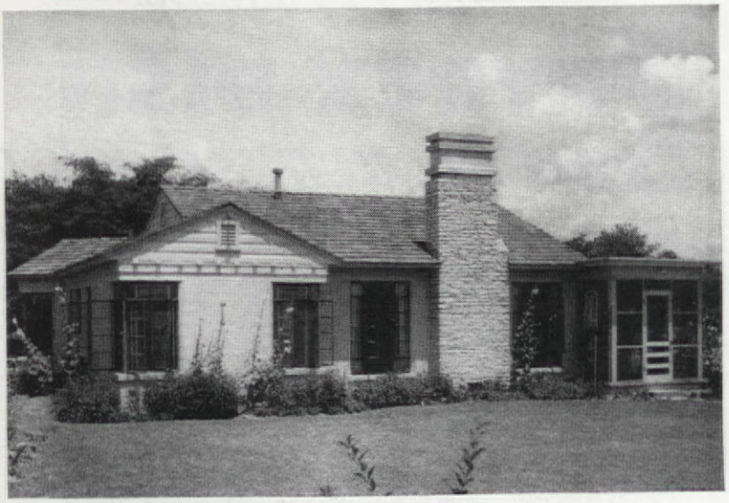
RIGHT OVER THE FLAME
Liquid levels always visible. Modern Pyrex Flameware saucepan, 1 qt. $1.65

PYREX BRAND OVENWARE FLAMEWARE

"PYREX" IS A REGISTERED TRADE-MARK . . . LOOK FOR IT FOR YOUR OWN PROTECTION

GET THESE MODERN UTENSILS AT YOUR FAVORITE STORE TODAY!

Architect Robert P. Woltz, Jr., of Fort Worth, Texas, built this home for himself—concrete walls and floors and a firesafe roof. J. L. Green, contractor.



WAR SAVINGS BONDS

FOR DOUBLE SECURITY

The bonds you buy today build fighting equipment. *When peace comes,* they'll help build your CONCRETE HOME

The War Savings Bonds you buy help to make secure the American way of life. When peace comes, these same Bonds will contribute to your family's security by helping to buy a firesafe concrete home.

There's a thrift parallel, too: War Savings Bonds increase in value 33⅓% in ten years; concrete homes save money, year after year, through low upkeep and low annual cost.

Concrete provides storm-proof strength, year 'round comfort; lends itself to any architectural style. Its basic value is shown by the use of concrete for many thousands of war homes in government and industry projects.

***Consult these firms about* CONCRETE HOMES**

Whether you are planning war housing or a home for the future, consult a *Concrete Products Manufacturer* or a *Concrete Contractor,* who can put you in touch with architects and builders familiar with concrete home construction.

The service of our technical staff is available to assist war construction agencies on large-scale housing and other war projects.

PORTLAND CEMENT ASSOCIATION
Dept. A10-5, 33 W. Grand Ave., Chicago, Ill.

★ BUY WAR SAVINGS BONDS AND STAMPS

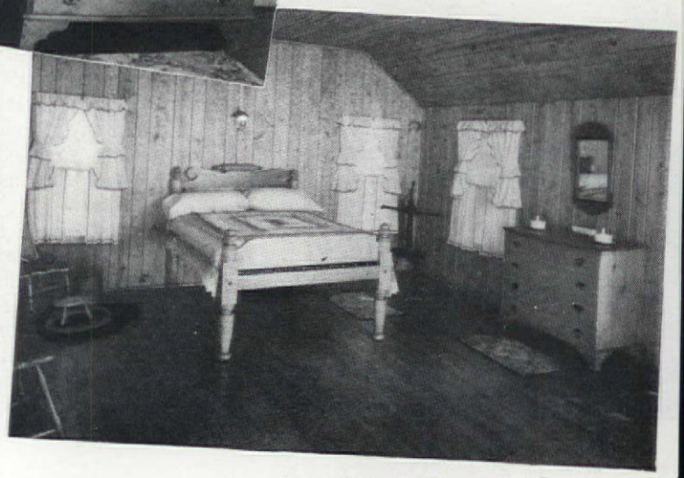


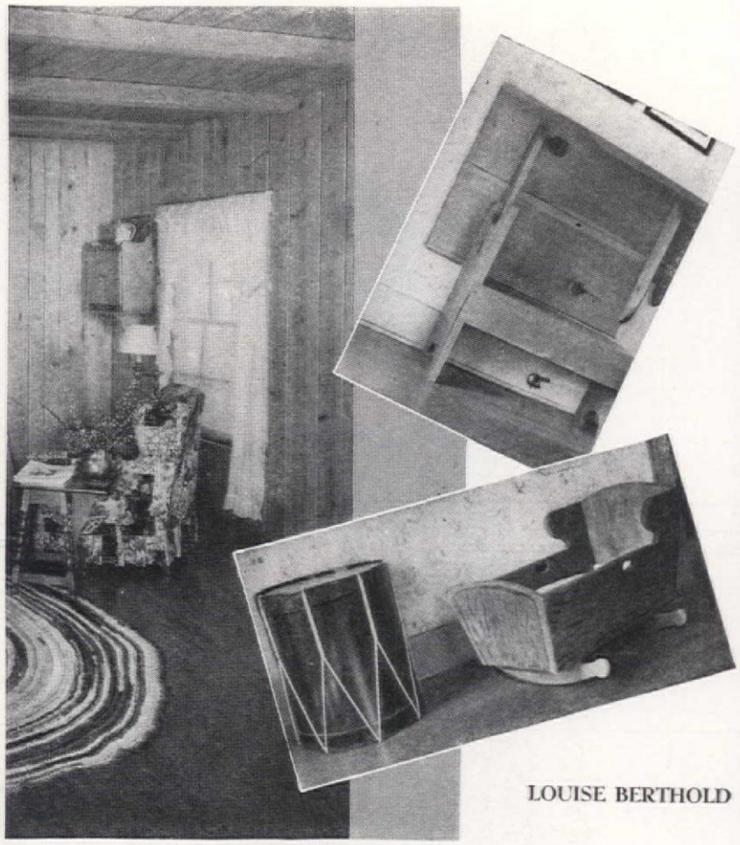
From Air

IT ALL started with a radio cabinet, this Early American home of the Louis Dittmanns in Houston, Texas. When Mr. Dittmann, working in the garage workshop of their rented cottage, put the last peg into his hand-done cabinet, he was really laying the cornerstone on which their own early American air castle was to rest. So successful was he with the fashioning and finishing of this piece of furniture that nothing stopped him, not even chests of drawers, and hutch tables, such things as would give John Alden courage, if he should walk into their home.

By this time Mrs. Dittmann had caught the bug, and she began haunting antique shops throughout the section







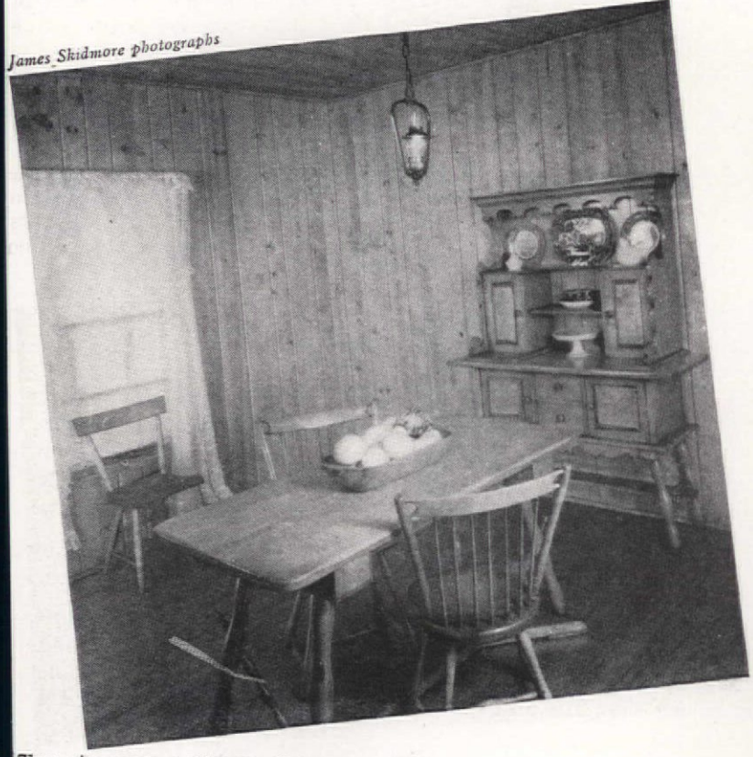
LOUISE BERTHOLD

Castle to Reality

for Early Americana, and making oval and hooked rugs to complement the beautiful hand-done furniture that her inspired husband was turning out . . . without even the aid of power tools!

When every trace of modern furniture had disappeared, and the little rented brick cottage was furnished throughout in Early American style, then the Dittmanns began to plan a home of their own for their furniture. A few months ago they moved into their newly completed "farm" house. Once you cross its threshold, the modern world is shut out and you are back in early America, pine paneling, pegged floors and all. Their furniture is at home and there is not one jarring note to dispel the illusion.

James Skidmore photographs



"Honest?..lovely Venetian Blinds for only $1.89?"



Yes...Venetian Blind cost cut in Half! Another CLOPAY miracle for the American home

Pinch yourself—just to *prove* you're not dreaming. Now you can *have* the gorgeous, modern Venetian Blinds you've admired in the movies, in magazines, in smart homes.

For CLOPAY scientists have created another miracle—beautiful Venetian Blinds at window shade prices. Yes, rigid, durable Venetian Blinds that look like $4 or $5 yet cost only $1.89 for the average window. Made of an amazing new material: sturdy 3-ply fibre with a baked-on enamel finish you can wash. Sturdy cloth tapes; automatic cord lock; easy to install.

See these remarkable values at leading department stores, 5c-to-$1.00 stores and neighborhood stores everywhere. FREE: Write for actual slat sample and name of nearest store.



LOOK WHAT YOU GET FOR $1.69*

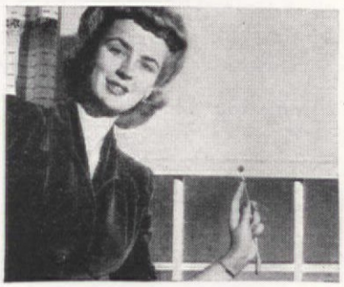
Rigid, well-made slats, with curved cross-section to prevent warping . . . washable baked-on enamel finish . . . automatic cord lock . . . sturdy ladder tapes . . . new, improved top that makes CLOPAY Venetians as easy to put up as ordinary window shades. *18 to 22 in. widths, $1.69; 23 to 29 in., $1.89; 30 to 36 in., $2.19. West of Denver about 25c higher.

And Here Are the World's Greatest Window Shade Values . . .

Made of magical, durable cellulose fibre, CLOPAY Window Shades look smart, hang straight, won't pinhole, fray, crack. Attach easily to old rollers. Cost so little you can have fresh, new shades, every year. Plain finish 10c, Lintone finish 15c, washable oil-finish only 29c.

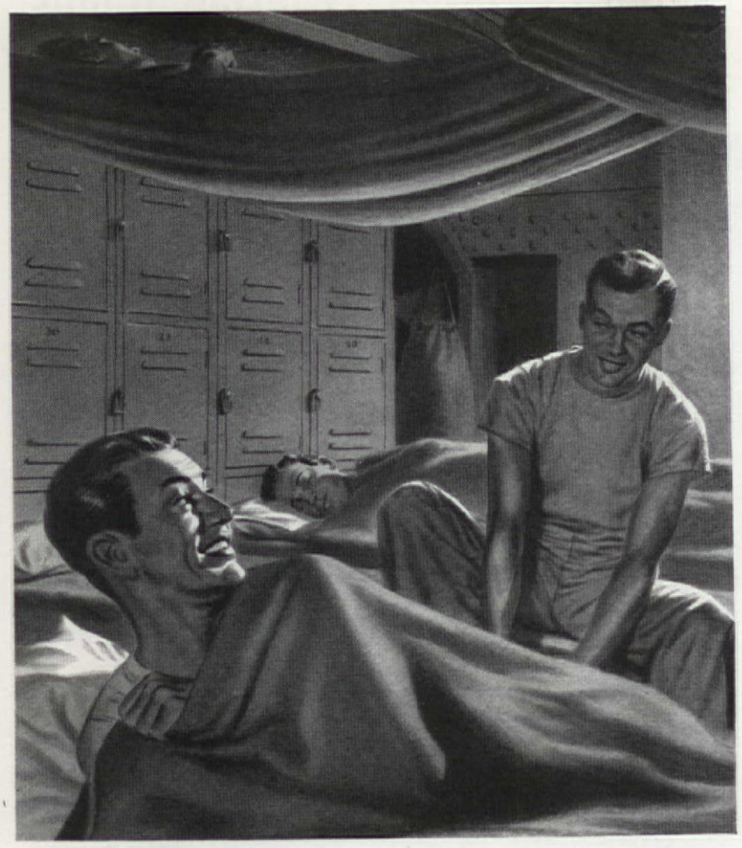
KEEP LIGHTS ON DURING BLACKOUTS

You can — behind CLOPAY Blackout Shades. Lightproof. Made of heavy, flameproofed midnight blue material with hold-down clips. Save upset rooms. Big help to daytime sleepers. From 39c up. CLOPAY Window Shades are featured by all leading 5-and-10c stores; also at hardware, variety and neighborhood stores.



FOR FREE Venetian blind slat sample or window shade color samples write CLOPAY, 1219 Clopay Sq., Cincinnati, Ohio.

CLOPAY WINDOW SHADES AND BLINDS



Afloat or Ashore— they'll sleep tonight!



UNCLE SAM takes good care of his boys in the armed forces. When he buys blankets for them, his first choice is *all-wool*. That's how he makes certain that wherever the flag may fly, they will sleep warm, sleep in comfort, get the rest they need—in the bunks of a battleship or on the cots of an army camp.

To make sure there will be enough wool for men in the service, Uncle Sam this year has limited the use of wool for civilian needs. That's why Kenwood says to its millions of loyal customers: Take care* of those precious Kenwoods you now have. With proper protection, they will retain their warmth and beauty for years to come.

If you need new blankets, and your dealer has no more all-wool Kenwoods in stock, ask to see Kenwood's new Duration blankets. For while our facilities, like those of other blanket manufacturers, are largely devoted to war production, we are making, within government restrictions, some blankets for you. They are beautiful in color and design, soft in texture, and woven with all the traditional skill that has been the pride of Kenwood craftsmen for more than seventy years. When every dollar counts, conserve what you have and choose quality merchandise when you buy. **KENWOOD MILLS, Albany, New York**

***WHEN YOU WASH BLANKETS:** *Use a rich suds of lukewarm soft water and mild soap. Scrub ribbon binding with soft brush. If you use a washing machine, let it run for three minutes, not longer. Rinse in water of the same temperature. Squeeze out water gently—do not wring. Turn often while drying. Fluff nap.* **WHEN YOU PUT THEM AWAY:** *Be sure that they are thoroughly clean. Scatter moth crystals between the folds. Wrap and seal blankets in box or dark paper.*



GOOD INVESTMENTS

Kenwood Blankets

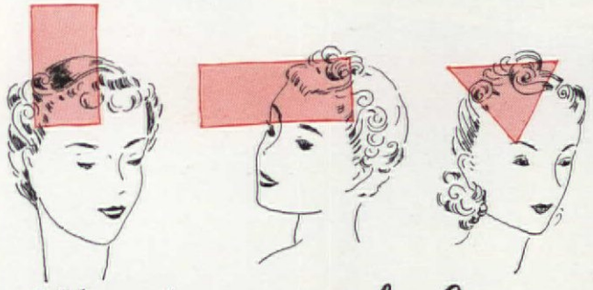


Sketches by Clare McCanna

Personal!

A simple formula for solving your hair problems in a beautiful way that's easy to do

YOUR beautifully groomed head isn't going to help win the war. It isn't going to increase your Love's morale or bolster his courage. It *is* going to make you a lovelier, more poised, and therefore a more efficient person. You will be able to keep your head while others may lose theirs when they look at you! Your hair style should be your most personalized feature; the care of your hair, one of your first concerns. The beauty of the whole thing is that it needn't be intricate and costly. There's been a great deal of hokus-pocus about the styling and care of hair, but don't let it fool or discourage you. There are certain styles that are for your particular type of face, there are simple cares and treatment for your particular type of hair. Find out just what they are, and then really stick to them.



What shape is your face?

Maybe Mother Nature gave you a high forehead that looks intellectual, but not very attractive. It's up to you and your mirror to do a bit of camouflaging. Bangs in a suitable form, or a reverse curl, down on the brow should give you the desired effect of a lot more beauty and much less high-brow!

If you've a low, broad brow, you can fool the public by giving it height in the middle with curls or pompadour.

The triangular forehead can be te...pered by an off-side part, with a dip-wave that will soften the sharp angle of hair line. The gentle art of camouflage is not confined to the armed forces, not by a long shot. It's all in knowing how to use your head, literally!

IF YOUR FACE IS ROUND like a full moon, you want to achieve an oval effect since that is the "perfect" shape. To create this optical illusion, for that's just what you do, you lengthen the face by parting the hair high and combing up from the sides, different on each side, to give the desired height.

IF YOUR FACE IS OF THE OVAL VARIETY, rejoice, for you have been blessed with the kind of face that artists and hair-stylists have called perfect. But perfection can be lost by bad handling. You may not have to struggle to get the oval, but you must keep it. You don't want any more height, so no topknots, nor is pulling it back severe and straight the thing. Keep it smooth on top, part high and diagonally, frame the face softly.

THE HEART-SHAPED FACE must be filled in, in effect, below the ears, and the hair waved *up* from the brow to keep from looking indented. Wear the hair soft below the ears, and a bit on the slick side above them. Keep accent away from pointed chin.



If you go to a good hair stylist, he will take all these things into consideration, and thin and shape accordingly. If you aren't one who goes in for such as a regular thing, it is advisable to go at least once every few months to have your hair properly thinned and shaped. It will make any home styling and treatments so much more effective, and your hair will be more manageable. There are several excellent setting lotions and creams on the market, and if you're smart, you can develop a technique of setting your own hair, or of making a wave linger longer. Figure out from your mirror what kind of a face you have, and we'll show you how.

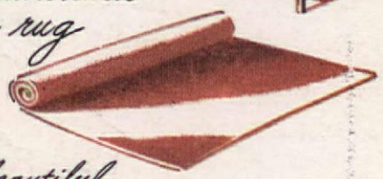
There is the matter of permanents that go hand in hand with hair styling. It is absolutely true that a permanent wave, given on a good machine by a competent operator, won't harm your hair in the least, but there are things that you can do yourself at home before and after you've invested your money in a permanent that will insure its lasting success. Since elasticity of the hair is one of the most important factors in the success of a wave, you can insure it by doing a little serious work, starting two weeks before you have your wave, and keeping it up for about a month after. You literally recondition the hair by brushing daily (do this anyway, permanent or no!) massaging the ol' scalp with the palms of the hands, scouring the scalp with some good cleansing lotion, then shampooing it after the two weeks with a hot oil reconditioning treatment. Warm three or four tablespoonfuls of the oil, part your hair at inch intervals and apply the oil to the scalp along the length of the part with cotton. Be sure and get the ends lightly oiled. Then wring a towel out of very hot water and wrap around the head. Don't be stingy, use several towels. Then rinse with warm water, or shampoo with a castile soap shampoo. After your permanent, use a good lubricating lotion on the scalp every other day during the first month, and apply a good pomade to the hair ends and around your hair line. Using a hair net for a night cap does wonders for prolonging not only the life of a new set, but of the permanent as well. You'll get used to wearing it very soon.

We had a rose-striped sofa and a brown chair



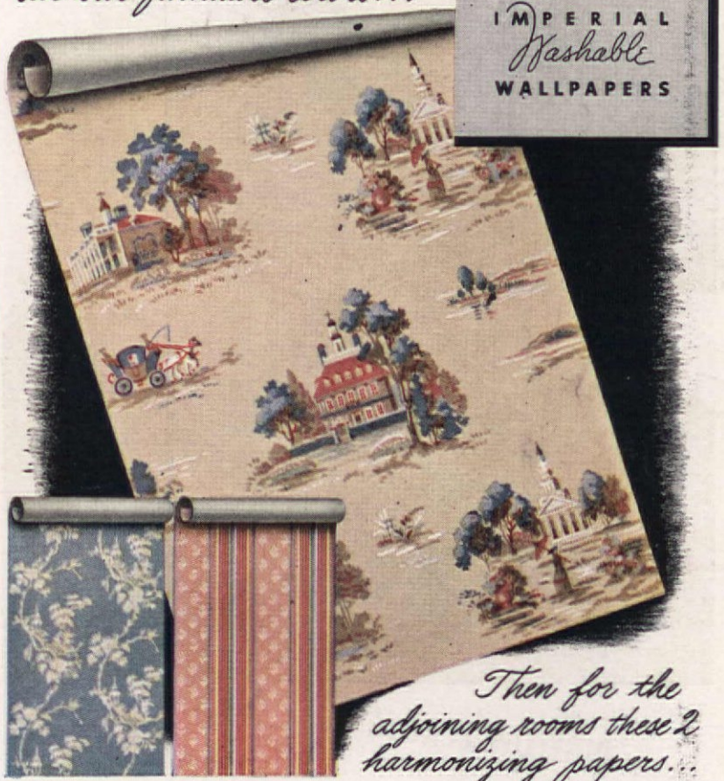


blue curtains and a rose rug



So we selected this beautiful Imperial paper which combined all our furniture colors...

IMPERIAL *Washable* WALLPAPERS



Then for the adjoining rooms these 2 harmonizing papers... an Imperial Ensemble

IT'S WONDERFUL to know that one of the *most important, least expensive* home improvements is still available ... Imperial *Washable* Wallpapers! The selection of patterns is so complete and the color combinations are so perfect, you'll easily find just the right one to harmonize beautifully with *your* furnishings. If you're starting fresh, a lovely Imperial paper will give you a "color recipe" for your new room. Imperial is worth building into your scheme of things, because its beauty *lasts*. It's Color-Locked* by a process that insures guaranteed washability and light-resistance! So be sure to buy Imperial, always identified in sample books by the famous silver label.

***COLOR-LOCKED**...an exclusive Imperial process by virtue of which all Imperial *Washable* Wallpapers are guaranteed for 3 years from date of hanging to withstand room exposure without fading and to clean satisfactorily in accordance with the instructions included in every roll. Should any Imperial *Washable* Wallpaper fail in these respects, it will be replaced without charge.

Copr. 1942—Imperial Paper and Color Corp.

NEW BOOK!



Jean McLain has written a new book of decorating ideas (pictured). To get it send just 10¢ to cover mailing costs (check space below). For her FREE individual advice give information requested in this coupon. She will send samples and tell you where to buy Imperial *Washable* Wallpapers.

To receive Jean McLain's Book, "Decorating Ideas from Jean McLain's Notebook," enclose 10¢ ☐

FOR ADVICE ON ROOMS

Address: JEAN McLAIN, Dept. A-34, Imperial Paper and Color Corporation, Glens Falls, N. Y.

Give this information for every room

Type of room ____ ____
Size (Dimensions) ____ ____
Exposure ____ ____
Type of Furniture ____ ____
Color Scheme Preferred ____ ____

Name .....
Address .....
City ..... State .....

To the new pioneers



now discovering their own homes . . .





Let a BIGELOW BEAUVAIS (Made in U. S. A.)



bring new beauty to your home



Now's the time to buy quality . . . the time to get a long-wearing Bigelow Beauvais. There are other grades of Bigelow rugs and carpets too. Find the one that's right for you at your dealers.

Care for your rugs

Keep them clean with Powder-ene . . . the amazing new powder that cleans your rugs right on the floor. Easy. Economical. FREE booklets on rug care, home decoration. Write Bigelow Weavers, Dept. 102A, 140 Madison Ave., N.Y.

Copr. 1942, Bigelow-Sanford Carpet Co., Inc.





If you don't find the usual wide selection of patterns, it's because Bigelow looms are busy making duck and blankets for the Armed Forces.

You can have the most wonderful permanent in the world, the most perfect of hair styles, but unless your hair is healthy and clean, it won't make any difference. You will not be the well-groomed, poised woman you want to be. The only part of your hair that is really alive is that beneath your scalp. Think that over in relation to proper scalp care and ultimate hair-grooming. Shampooing is terribly important, but there aren't many heads in the world that can be kept radiantly clean by soap and water alone. It's the vigorous brushings, the massage and the proper lotions that make dull, lusterless, lifeless hair beautiful.

THE BLOOD STREAM supplies all the natural food for the hair, and therefore, any good scalp treatment should stimulate circulation. Furthermore, at the end of each hair follicle, there's a little bulb from which the hair grows, and through which the hair gets its food from the blood stream. Everything's grand if this functions properly, but if dirt or dandruff-like particles clog the bulbs, the food supply is upset, and you end up with a dry scalp! Or if your scalp isn't in good condition, the oil cells produce too much oil. See why the scalp must be healthy.

This is best accomplished by a nightly bout with a brush whose bristles are long and flexible, by massage and the application of a good cleansing lotion. Part your hair into strands and apply lotion with cotton, along the parts, then, using the thumb as a pivot, rotate the scalp beneath your fingertips until your scalp is loose. Then you brush, up from the scalp and out, being sure that most of the strokes reach the scalp. It is a wonderful help to do this brushing in the famous "Beauty Angle." Place an ironing board *at a forty degree angle,* and lie head down on it, or put pillows under your hips, and your feet on a chair, and brush like mad. It's a quick way of getting a new supply of blood to the head, a method worked out and perfected by a leading beauty expert.

Coming down to cases, the oily head needs a lotion that acts as an astringent on lazy oil cells that have been spilling their oil. It needs stimulation to help Nature along. The dry scalp needs a lotion or ointment that will give it the oils that aren't coming through, and the scalp that suffers from dandruff must be cleaned. All of us have a certain amount of dry dandruff. It's part of the scaling off of the outer layer of skin that happens all over the body, but the scalp needs help.

So brush your hair every night, shampoo it every two weeks (maybe alternate soap and water shampoos with a good soapless oil shampoo), keep the scalp scrupulously clean with a good lotion between times. You'll have radiant hair you can style, or have styled, just for *You.*



These three hair-do's styled by Charles of the Ritz, can be done at home

Beauty for *You*—Let Our Booklets Help You

What's Wrong with You (#121), 3¢ Head First for Beauty (#131), 3¢
Party Beauty Tips (#125), 3¢ Detailed Diagrams for 3 Hair-do's (#140), 6¢
Send stamps and please order by numbers and titles from
THE AMERICAN HOME, 251 Fourth Avenue, New York City



"Gee, Mom, them's an important collection"!

CLIFFORD PARCHER

"JOHNNY, come up to your room this minute and throw away these terrible looking rocks that are cluttering up the whole room. I cannot stand them around here any longer"!

"But, Mom, that's the beginning of my new collection. Gee, those stones are precious"!

And there, in a nutshell, you have a typical parent-child relationship in regard to collections.

Mothers and fathers often object to the messes that frequently result when their children are attacked by that prevalent childhood disease, collectivitis. But the urge to collect is natural, it's healthy, and wise parents will refrain from frowning upon the practice. Encouraging it will be the saner course. Collecting is motivated by the acquisitive instinct present in all normal children. I have heard of young interests which foreshadowed adult vocations—the boy who kept a list of railroad names and grew up to be a railroad executive; the youngster who collected every bone and skull, and grew up to be an authority on fossil bones.

These are exceptions, of course. It doesn't follow that the rock pile you've been dusting around preordains your son's future as a geologist. But the collateral educational benefit gained from such a hobby, the extra information dug out through pure personal interest and stored in the mind, can only enrich a growing mentality. This information, gathered because the collector *wants* it, leaves a far more lasting impression than information crammed into the head because it's part of a study course.

My daughter's first outburst was for paper match covers. I don't think she'll be a firebug or a match company president; I know, though, that she's gained an amazing amount of geographical lore. And right now, she's amassing dolls, and the things she has learned about foreign lands, the customs as well as the costumes, add up to a good deal more than she would have garnered from merely reading textbooks.

For the child's own good his collections are worth encouragement. Besides, you stand to gain from such an attitude. For you can't possibly share your youngster's interest and cooperate in his collecting without adding to comradeship. What if Junior's bookcase looks, literally, like last year's bird's nest? Or if Janet's table hasn't been dusted in two weeks because she's forbidden you to touch her curios? Such youthful enthusiasms play an important part in the education of your children.

BUY TOWELS THAT LAST

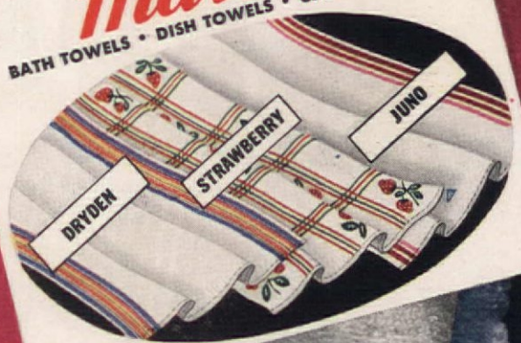
When you buy bath towels, the Martex label is one sure guide to satisfactory wear. In fact, even now we hear occasionally of Martex towels which started their useful lives during the last war and are still in service today! One reason for this is that every towel bearing the Martex label is made with a plied yarn underweave—the longest wearing towel construction known. MORNING GLORY and SHARON are the patterns shown here. Martex Towels are sold only by department stores and linen shops.

* * *

Here are two new Martex Standard Dish Towels—STRAWBERRY and DRYDEN. JUNO is the smart new Martex Dry-Me-Dry made of fast-drying, practically lintless, patented fabric—a combination of Cotton, Spun Rayon and Linen. Wellington Sears Company, 65 Worth Street, New York City.

Martex

BATH TOWELS • DISH TOWELS • CHENILLE MATS













Two Los Angeles women solve the problem of economy furnishing in wartime by using what they have, adding only simple things they have learned to make

Prior to Priorities

MARTHA B. DARBYSHIRE

IF THE war ended today, what would the women of this country do—the busy women who have been putting in long hours on civilian defense, conservation, Red Cross, what you will? Would they be content, now, to go back to afternoons and evenings at bridge tables? It's doubtful. Every woman, no matter how much or how little money lines the sock, has been taxing her wits on ways to save money to help win the war and at the same time keep the home fires going. The latter is a pretty important problem in every American home. How to give and yet live has us all goggle-eyed. Swapping economies has become as popular a pastime as exchanging recipes!

Today women are trying to make pleasant, livable homes on small money. Nothing quite does it like furnishing a house with sturdy, old pieces of furniture that, as the saying goes, have been through the war and know how to sit tight and take it—pleasantly. Two women I know have done it, and how pleasantly and successfully, the pictures on these pages well demonstrate.

In Los Angeles, Mrs. Foss Given has built a house, which she calls The Stable, on the rear of her lot. With its low eaves and steep stairway leading to the loft bedroom, it is so perfect architecturally that it might easily pass muster as the clever stable belonging to the main house. In that way she has enhanced, rather than ruined, the appearance of her property. Mr. Robert Brown, the designer, was ingenious in putting two unrelated houses on the same lot without calling attention to the fact, and has also verified in the new dwelling the adage that says something about good things coming in small packages. For The Stable has substantial lines based on old farm houses with their kitchen lean-to's, to be seen from the Middle West prairies to the Eastern seaboard. The idea was not merely to build a gem of a small house, but to build it on rationed finances under wartime conditions, and still have a house that will never have to take a back seat at any gathering. For the duration, Mrs. Given will live in The Stable and rent the big main house in front of it. Afterwards, she can move back into the front house and rent The Stable. Thus, you see, she can live in either house and always have an income from the other, and that's pretty good business judgment.

Mrs. Given used a lot of wood in her house, both inside and out. She reasoned that wood structures go up





The Foss Given home verifies the adage about good things coming in small packages. Cost? $2,800 in cold cash, but MUCH labor, exquisite taste, and skillful planning



Pine walls, brick floor, and as gay a dining bay as color and plants can make it

fast, thereby saving labor costs as well as critical war materials. And wood on the inside requires little or no upkeep such as redecorating plaster walls or repainting light woodwork. If the house itself could boast, it would tell that it is built on a concrete slab, has a hardwood parquet living-room floor, split brick kitchen floor, all knotty pine panelled walls, fireplace made of handmade brick, salvaged from an old wine cellar, and that it has so many built-ins and wall storage spaces that a whole article could be written on just that one feature.

It cost $2,800 in cold hard cash, plus a lot of Mrs. Given's time and patience. She worked as hard as anyone on the job, for she realized that, otherwise, she would have to sacrifice a number of the features she very much wanted to include. For instance, she herself painted the backs of all the pine boards for the panelled walls, which had to be done to keep them from cupping. She also laid the brick in the courtyard (also from the wine cellar) and finished the kitchen floor after it had been put down. She did more finishing on the pine counters used in the kitchen, saturating them with one application of oil after another, and then shellacking them.

She used her head as well as her hands in cutting budget corners. Her designer suggested a parquet floor laid in mastic as the best thing to go over concrete slab. After a little scouting around, she found a parquet flooring often used in factories, not finely selected, but really stunning after it has been given a dark stain. Again, the knotty pine boards used for wood panelling were not "selected," but she saw to it that they were matched as nearly as possible as they were





Satiny walls and floors, clever built-ins, prove Mrs. Given used her hands as well as her head!





installed, given two coats of shellac, one of dull varnish, and then waxed, and not one whit of beauty was sacrificed. In the bathroom Mrs. Given used knotty pine again for the wainscot, and yellow Linowall, waxed, for the tub back splash and lavatory counters.

Much of the charm of the house is due to the way it is furnished and the color schemes Mrs. Given has worked out. For the living room she chose reds, hunter's green and mustard yellows as background for dignified cherry and pine antiques and conventional patterned hooked rugs, over a hundred years old. Her grandmother's quilt, done in bright green, Turkey red and faded corn yellow, gave her the clue for her own room. The floor is painted bright green; the curtains (which she quilted herself) are bright green calico-print, glazed chintz, with corn yellow ruffles; the lounge chair, Turkey red. All of these colors are combined in the large braided rug to emphasize the unusual color scheme.

Mrs. Given wanted to leave the front and back lawns of the big house for the exclusive use of her tenants, but she also wanted an "outdoor living room" for herself. So she moved the garage far enough from the rear property line to make a courtyard about sixteen feet square, on which the house faces. It is just as private as can be, for it is enclosed on one side with the house, on another with the garage, and on the other two with high board-and-batten fencing, fast being covered with climbing roses and flowering vines. The entire living-room wall facing the courtyard is made of glass, and that makes both inside and outside living rooms seem a great deal bigger than they are.

"Small money" did an excellent furnishing job, too, for Dr. and Mrs. Lyle Bacon, also in Los Angeles. They were lucky enough to have the last bit of wiring and the last piece of plumbing put into their new home just as priority orders broke. The house was charming, but as they looked at it and at each other with a thank-goodness-we-got-this-far glint in their eyes, they were both thinking about the furnishings. It was neither patriotic nor common sense, in face of war economies, to go on a buying spree to decorate the house as they might have done in peace time.

Mrs. Bacon liked antiques, and had won Dr. Bacon to their favor. Fortunately, she already had a good many, and could easily get more from her parental home in Canada. These charming, quaint old things that now grace the new house, once belonged to great-grandparents and old maiden aunts—old ladies who always slipped shawls over their shoulders toward evening. All of the pieces came out of spotless houses in little villages where there was nothing doing every minute—nothing except the baking, weaving, and scrubbing of the kitchen table, already white with immaculate care! The people in those houses have almost faded from memory, but the furniture is left with a record that is ageless on the face of every piece.

The Bacons decided it was neither patriotic nor common sense to go on a decorating spree. The solution? Inherited antiques, making their own rugs and slip covers



Photographs, Maynard L. Parker



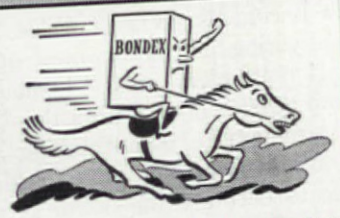
There is an old pine cupboard put together entirely with wooden pegs, even to the backs of the drawers; there are old maple beds, maple and cherry chests, hooked rugs, a schoolmaster's desk in pine, more pine in tables and chairs found in little homes along side roads near her Canadian home. The Hitchcock chairs in the dining room cost only one dollar apiece, but everyone loves them against red and blue calico wallpaper which looks like the lining of grandmother's portmanteau. She chose lovely warm colors throughout and wherever possible, reproductions of old wallpapers and fabrics, along with braided and hooked rugs, to blend the old furniture into the new house. And don't for a minute miss the many plants and vines. Remember how grandmother always had potted red geraniums in sunny windows? And perhaps a few herbs growing where they would come in handy for delicious salads? Mrs. Bacon wanted that comfortable and homey look and used her plants to help get it for her.

To go with her cheerful, homey pieces of furniture, Mrs. Bacon needed braided rugs and simple curtains for the living room, slip covers for the old daybeds that were to serve as sofas, and ruffled curtains for the bedrooms. It would have cost quite a lot to have ordered all of this work done—more than would be wise at a time like this. So she started in to make the things herself. First she learned to make braided rugs, some out of old velour curtains, others out of scraps and odds and ends. Next she undertook ruffled bedroom curtains, made out of 12½¢ longcloth. The three daybed couches she slip-covered or upholstered and no professional could have done better! Mind you, she had never done anything of the kind before, and was as surprised as anyone at the results she achieved in each new venture. Is it any wonder that, after seeing the house, one drives home with the question about the vice and versa of doing some personally negotiated interior decorating, entirely settled? No doubt, now, that necessity is the mother—you know the rest—in time of war as well as of peace!

PLOT TO RUIN STUCCO HOME *foiled by* BONDEX



WHAT'S BREWING? A plot I betcha. Looks bad for someone's stucco house ... maybe yours! Those rascals Mr. Wind, Mr. Rain and Mr. Sun are old hands at making stucco walls stained and ugly ... But Shhhh ... Who's that behind the tree? Why he's ...



... OUR HERO ... Bright Boy Bondex ... that's who. Taking a day off from the paint store to do a bit of sleuthing, I guess. Look at him go on that racing nag. Ride 'em Bondex. There's still time to warn ...



... MR. & MRS. OWNHOME ... Listen ... he's saying, "Look Joe ... I'm BONDEX ... Say the word and I'll cover this swell stucco house tight'ern a court plaster. I'm smart looking ... I go on easy ... and best of all ... I'm weather-tight!"



WHAT A GRIN ... and why not? ... The Ownhomes took BONDEX'S advice. Our Villians are on the outside looking in ... and they'll stay there! See YOUR nearest BONDEX dealer, today. Talk about the weather ... but don't worry about it. Use BONDEX!

248



MAKE YOUR LEAKY BASEMENT INTO DRY PLAYROOM WITH BONDEX

BONDEX WATERPROOF CEMENT PAINT

The Reardon Co., 2220 N. 2nd St., St. Louis, Mo.



You USED to Buy—



Now BUY

Charm and Comfort for Your Home with

La France Furniture Coverings

Don't live with shabby, dull furniture. Make your home an attractive, desirable place in which to relax and entertain.

Your upholsterer can re-cover and restore your old furniture so that it looks brand-new. Select a modern furniture covering from the new Fall line of La France Upholstery Fabrics.

Samples are on display at all reliable upholsterers.

"It is not only patriotic but it is wise to conserve through home maintenance."

MEMBER LA FRANCE UPHOLSTERERS GUILD Pledged to Quality Workmanship and Fair Prices

This emblem is a guide to a competent upholsterer.

LA FRANCE UPHOLSTERY FABRICS

What's Your Goal



A FOREST PRIMEVAL



or USEFUL,



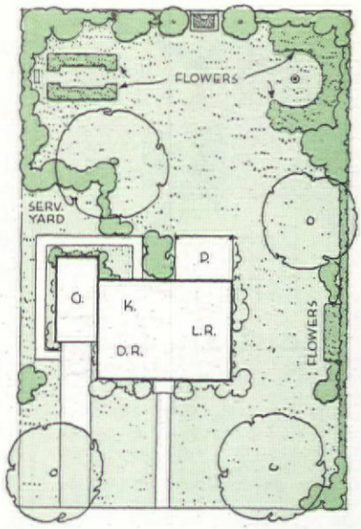
Sigman-Ward

HAVE you a feeling, as you survey the grounds around your house, that something ought to be done about the way they're planted? And do you find that you just can't decide whether this change or that one would be the best—or maybe you can't even make a guess at what course to take? In a word, does the whole place baffle you so that your thoughts are all upset by such a lot of if's, and and's, and but's that you get nowhere at all? Then here's an article that may help to break the deadlock!

To begin right at the beginning, arranging the layout and planting of any home grounds is somewhat like choosing and placing the furniture

in your living room. That is, you pick out things that look well together, that vary in size according to their importance and the places they are to occupy, and then distribute them, whether singly or in groups, so that the whole place will look organized, restful, and inviting. Wrong-sized pieces in the wrong places, or a planless jumble of big and little ones without rhyme or reason, is no more confusing in the furnishing of a house than in the grounds outside.

So the first step in even the simplest home landscaping plan is to decide *where* things are needed, and *why* they're needed. Whatever you do should be done with a clear reason—never because of some mere whim. Landscaping "stunts" usually end by making you wish you'd never even thought of them. For example, take the garage driveway or the entrance walk. The purpose of both of these universal features is to get you to a certain place quickly, simply, and with minimum physical or mental effort. Consequently, in the vast majority of small or moderate sized places, they should go straight to their objectives, avoiding "artistic" curves and other fancy touches. By so doing they will also avoid cutting up the space unnecessarily into odd-shaped areas which almost invariably turn out to be landscaping headaches. Always remember that a driveway or entrance walk should be practical first, and ornamental second. This implies, among other things, that it should be so built and surfaced as to remain firm and well drained in wet weather, as well as free of inconvenient turns and plantings. The walk ought to be wide enough for two people to use it abreast without crowding. And in the case of a driveway, be sure to provide an adequate turn-around at the garage, unless it is close enough to the street to permit an easy back-out for the car.

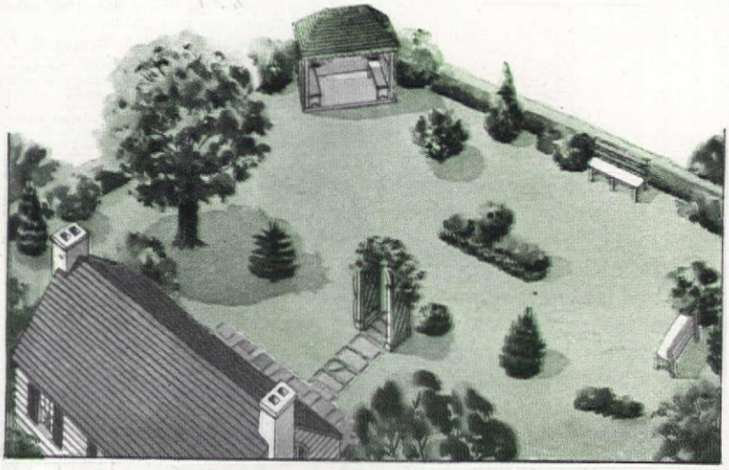


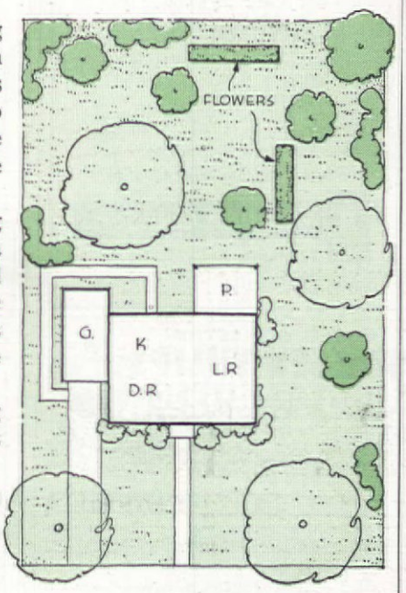
It's fun to have quantities of flowers and other plants, but don't overdo it! Many a home today looks cluttered because its owner didn't realize that simplicity is still a virtue

Primarily important, too, are the kind and quantity of the planting close around the house. Virtually no dwelling, unless it be frankly a cabin in the deep woods, should be buried in trees; plenty of light, and usually several hours of direct sun on one or another part of the house every day, are much more sensible. Consequently, when planting trees to shade a house, always think of them in terms of the height and shape they will eventually attain—not what they look like at first.

Whatever you do, avoid that commonest of all home landscaping mistakes, the planting of tree-type evergreens along the foundation lines of the house. To be sure, they're cute little rascals when you first set them out, those baby spruces, pines, firs and whatnot, but in a few years they'll blot out the first-floor windows, then reach the second floor, and finally bury the house in a virtual forest primeval, unless you chop 'em down! So if you want foundation evergreens, be sure you get genuine low-growing kinds, and don't put in too many. Yews, junipers and certain arborvitaes are good possibilities, and so are the flowering, broad-leaved evergreen types, such as mountain laurel, pieris and Carolina rhododendron, in regions where they can be expected to grow satisfactorily. In limestone areas these broad-leaves very rarely succeed.

PLEASANT GROUNDS?





RIGHT AND WRONG

Above, the difference between spotty and organized planting. Opposite and left, good and poor foundation and backyard effects

Actually, from the standpoint of first cost as well as long-time satisfaction, the best foundation buys are likely to be found among the moderate sized non-evergreen shrubs that will stay under six feet (or can be kept pruned to that height) including azaleas, some spireas and weigelas for the main planting, with lilacs or other taller growers at the corners or other places where the accent of greater height will be helpful. Whatever you get, be guided by its *ultimate* probable size, and remember that the true purpose of any foundation planting is to enhance the appearance of the house—not bury it ten years hence in a jungle that you can't possibly see through!

SAVE UP TO 1/2 on Lovely Broadloom RUGS



Send us Your OLD RUGS, CLOTHING

—**WE DO THE REST!** *It's All So Easy:* your materials are picked up at your door at our expense by fast Freight or Express and rushed to the Olson Factory where we shred, merge, sterilize and reclaim the good wool and other materials in old rugs, carpets, clothing, blankets, etc. (*Don't hesitate to send old materials of all kinds and colors.*) Then we bleach, respin, redye, reweave—and

In One Week (*and at a wonderful saving*) you can have colorful, modern, deep-textured Olson Broadloom Rugs that are woven **Seamless, Reversible** *for double the wear and luxury.*

OLSON
FACTORY-TO-YOU

Your Choice of all the up-to-date new colors and patterns: 61 Early American, 18th Century floral, Oriental, Texture and Leaf designs, Solid and Two-Tone colors, soft Tweed Blends, dainty Ovals.

The correct rug size for every room—
Any Width up to 16 ft. by Any Length
—many sizes not offered elsewhere!



We Guarantee to satisfy or pay for your materials. You risk nothing by a trial. *Our 68th year.* Over two million customers. We have no agents. Order *direct* by mail.

Chicago New York San Francisco

FREE BOOK IN COLORS

Mail coupon below or 1c Post Card for America's Greatest Money Saving Rug Book—40 Pages of Rugs, Decorating Helps, Model Rooms in actual colors.

TEAR OUT-MAIL TODAY

to OLSON RUG CO. Dept. N-40
2800 N. Crawford Ave., Chicago, Ill.
Gentlemen: Mail Olson Rug Book *Free* to:

Name.....
Address.....
Town..... *State*.....

© 1942 ORC



—SAYS "OLD SARGE"

Worms are every dog's worst enemy. They soften him up for diseases, spoil his disposition and usefulness.

We're on watch to spot worms. We give 'em the works—with Sergeant's SURE SHOT Capsules (Puppy Capsules for pups, small dogs). That's the *sure* way to wipe 'em out! Sergeant's Vitamin Capsules (Vitapets) help build the patient back to health.

Keep your dog in top condition with famous Sergeant's Medicines. At drug and pet stores—and a *free* Dog Book.

FREE

SERGEANT'S
Dept. 16-K, Richmond, Va.
Please send me a free, 40-page, Illustrated Sergeant's Dog Book.

Print
Name
Address
City State

Sergeant's DOG MEDICINES

New FOOT RELIEF



Try Dr. Scholl's KUROTEX—soft, flesh color foot plaster. Gives quick relief when used on corns, callouses, bunions and tender toes. Cushions sensitive spots. Prevents blisters, instep ridges, chafed heels. Economical! At Drug, Shoe, Dept. and 10c Stores.





Dr. Scholl's KUROTEX



HEART'S DESIRE
The favorite red Rose of the year. Received highest award.
$1.50 each

ROSE EXPERTS SAY-
"Plant in Fall"

They also will tell you that Ohio grown Roses are the most satisfactory in every way. All Wayside's are such. Fall planting gives earlier, stronger Spring growth, and earlier and longer blooming time. Ours are specially prepared for Fall planting. Now is the time to order. Include with it your order for bulbs.

DAFFODILS—TULIPS

The finest top size, Oregon grown Daffodils. The best the market affords in quality tulips. Bear in mind we sell no seconds at any price. Only the best or nothing. Tulip supply due to war is limited, so order early.

NEW AUTUMN CATALOG

Filled with the best there is in Roses, bulbs and extra choice Lilies in wide variety. Ample planting and growing directions. Enclose 15 cents with your request (coin or stamps) to cover postage and cost of handling.

Guaranteed Superior Quality

Wayside Gardens
12 Mentor Ave., Mentor, Ohio
TRADE MARK REG. U. S. A.

SPECIAL COLLECTION
STASSEN TULIPS



100 DARWINS RAINBOW MIXTURE $2.30

This splendid selection of BLOOMING SIZE American grown DARWIN TULIP BULBS, in colorful rainbow assortment, are all long stemmed, all May flowering. $2.30 per 100.

All Offers Postpaid

100 GOLDEN DAFFODILS $3.20

50 GRAPE HYACINTHS $1.00

Heavenly blue. Recommended for planting with daffodils for gorgeous display of blue and gold. Increase each year.

Fall 1942 Illustrated Catalog Free

STASSEN FLORAL GARDENS, Box 26, Roslyn Heights, N. Y.



Burpee's *Giant* LARKSPUR

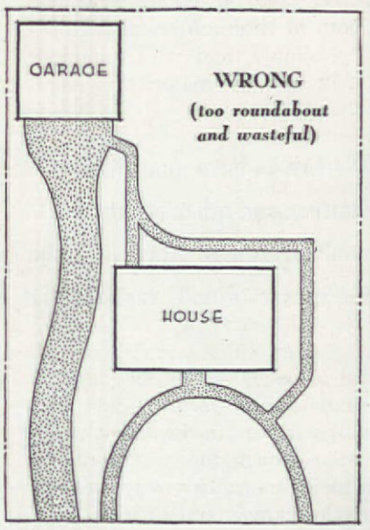
SEEDS FREE

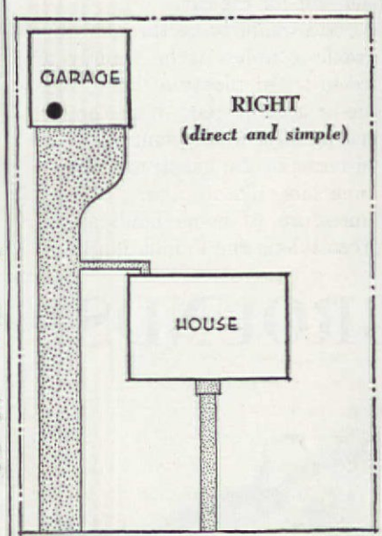
To have biggest, best Larkspurs next summer, sow seeds this fall. We'll send 15c-Pkt. Giant Double Larkspur (all colors) free, with directions. Easy to grow. Send stamp for postage—write today!

Burpee's Seed Catalog free

W. ATLEE BURPEE CO.
251 Burpee Bldg., Philadelphia, Pa. *or* Clinton, Iowa

DEFINITE AREAS: In considering the arrangement of the grounds as a whole, it's a good idea to think of it as a group of definite areas, each with a particular purpose, even though the total size of the property may be small. First, there's the service part—those portions which provide for the *must's* of everyday living, like the driveway, entrance walk, access for fuel and other necessary supplies, and





perhaps a laundry yard. Next comes the "recreation" area, which may be anything from a small rear terrace to a large lawn, playground, and so on. And finally, there are the garden and other purely ornamental spaces, which in most cases are best considered as standing rather by themselves, though of course fitting in as major parts of the whole design. In determining the relative size and treatment of these three main classifications, the surest guide is the interests and mode of life of your particular family. Entertainment addicts may want a lot of recreation room and no garden, while gardening enthusiasts might begrudge every foot of ground that wasn't planted. It all depends!

Only when each of these main areas has been at least rough-

SAVE NEXT YEAR'S TREES
GET CRAWLING CREATURES AT THE DANGER LINE Now

A scourge of crawling creatures is even now crawling up tree trunks—will crawl up by thousands in early spring—to lay millions of eggs, eat leaves, ruin trees. GET THEM! Band trees NOW with sticky Tree Tanglefoot tree banding! Accepted, effective; it traps crawlers! Enlist newspapers, Garden Clubs, P.T.A., City Councils, in this patriotic Save-Our-Food-and-Shade-Tree campaign! Buy easily-applied Tree Tanglefoot at hardware, drug, seed, department stores. WRITE for informative FREE booklet NOW! The Tanglefoot Co., 750 Hemlock St., S.W., Grand Rapids, Mich.

Tanglefoot Insect Control



FRENCH LILACS are LOVELIER and just as easy to grow as others.

Brand's French Lilacs are grown on their own roots and are hardy, true to type and prolific bloomers. Our catalog lists some wonderful selections at moderate prices.

PRIZE-WINNING PEONIES from our world-famous collection can always be relied upon for desired results.

Our New Fall Catalog is FREE

BRAND'S PEONY* FARMS, INC.
127 E. Division St., Faribault, Minn.

Fruit & Flower Book

FREE

contains recommended varieties of Fruit Trees — Berries — Shrubs Roses — Evergreens — Etc. for Fall Planting
Satisfaction Guaranteed
Maloney Bros. Nursery Co. Inc.
6 Main St. Dansville, N. Y.
MALONEY'S ESTABLISHED 1884

EVERBEARING RASPBERRIES

and other Berry Plants which will fruit next summer. Write for free catalog.
STERN'S NURSERIES, Dept. A, Geneva, N. Y.

40 PERENNIAL PLANTS $1.25

Large, field grown, 1 and 2 year old plants, Selected varieties including: Delph. Giant Pacific Hybrids, (new), Mrs. C. L. Bell Daisy (new), Aquilegia long sprd., Campanula dbl., Oriental Poppy, Pyretrum, Stokesia, Plantbus dbl., etc. 1 Russell Lupin (new) selling at 50c each Free, if you order now. Satisfaction guaranteed. Novotny Gardens, Osage, Iowa

DWARF FRUIT TREES

Many of them bear fruit the first year planted. Write for free catalog.
STERN'S NURSERIES, Dept. A, Geneva, N. Y.

YARN Send for 600 FREE Samples

100% virgin wool. Complete color selection still available. Also Army-Navy colors. Thousands sending 10c for style-books on Infants, Children, Men's, or Women's garments. State which you desire. Est. 24 yrs.
YARN NOVELTY CO., 42-B North 9th St., Phila., Pa.

MAKE MONEY AT HOME!

Learn to color photos and miniatures in oil. No previous experience needed. Good demand. Send for free booklet, "Make Money at Home" and requirements.
NATIONAL ART SCHOOL
1315 Michigan Ave. Dept. 1087 Chicago



PRATT & LAMBERT-INC • NEW YORK • BUFFALO • CHICAGO • FORT ERIE, ONTARIO

A sheet of music, when it's torn,
Is both unhandy and forlorn.
A memo, map, or billet-doux,
Dismembered, is a nuisance, too.
For putting papers back in shape—
The cure's TRANSPARENT MENDING TAPE.



USE Dennison TRANSPARENT MENDING TAPE

One of the Dennison Handy Helpers: Shipping Tags, Index Tabs, Transparent Mending Tape, Mailing Labels, Caution Labels, Gummed Stars.

DENNISON MFG. CO., DEPT. X-236, FRAMINGHAM, MASS.

ly determined, and the whole plan studied thoroughly to make sure it will prove workable, should any details be attempted. Perhaps the surest procedure, then, will be to work from the house outward toward the boundaries, as this will help you hold to the basic principle of making the house the main feature of the whole place. Unless *all* the landscaping contributes to the effect of the dwelling it will be hard to avoid patchiness.

If you keep the foregoing principles constantly in mind you will find it much easier to get the unified and yet varied effect that characterizes every well-landscaped place. The several main areas will be distinct, and at the same time will merge naturally into each other. That restless look which inevitably follows hit-or-miss planting will never arise to plague you if you remember the old rule about "a place for everything, and everything in its place." Don't worry about this resulting in a rigid, artificial appearance; the forms and characters of the plants themselves will prevent that. When you boil it all down, everything on a well arranged home property is *definitely related to the other things near it*. Think of this the next time you see some place that especially attracts you, and you'll see what we mean. The chances are there won't be a plant or piece of garden furniture anywhere on the plot that looks alone and isolated, unless it's a big tree that serves as a single dominating accent and is justified just on that account.

Of course, these broad principles we've been talking about are most easily followed on a new place where you start really from scratch, but once you get them clearly in mind they can be just as successfully applied to any established grounds, however faulty their present arrangements may be. Indeed, it is sometimes amazing to see how great an improvement can be wrought merely by shifting a few big shrubs, a flower bed, or redoing the foundation planting.

SPREAD OVER SEVERAL SEASONS: And don't worry if the family budget can't stand the cost of the whole job this year! It doesn't all have to be finished in one fell swoop; indeed, there's a good deal to be said in favor of spreading a landscaping project over several seasons, since this enables you to be more certain about each successive step as you take it. Also, a three-year plan, let's say, cuts down the work to a point where you can probably handle it yourself, with little or no outside help—far easier on the pocketbook.



Overheard in the Bathroom

A dirty, dingy toilet brings whispered comments. It's inexcusable these days. Sani-Flush keeps toilet bowls glistening and sanitary without messy work. It removes stains and incrustations where toilet germs lodge. Cleans away a cause of toilet odors. Use Sani-Flush at least twice a week.

Don't confuse Sani-Flush with ordinary cleansers. It works chemically. Even cleans the hidden trap. (Also cleans out auto radiators thoroughly.) *When used according to directions on the can, Sani-Flush cannot injure septic tanks or their action and is absolutely safe in all toilet connections and auto cooling systems.* Sold everywhere. Two handy sizes. The Hygienic Products Co., Canton, O.



Sani-Flush

CLEANS TOILET BOWLS WITHOUT SCOURING

FREE New Book of Xmas Gifts



SHOP at home! Save time, avoid crowds, select new and different gifts! FREE Book from America's Smart Mail Order Gift House offers UNUSUAL, useful, beautiful ideas in jewelry, novelties, leather. Priced from only $1 up. We pay postage, guarantee safe delivery. Our 76-year-old policy: Satisfaction or money back. Send now (penny postcard will do) for this helpful FREE BOOK!

Gifts for Men, Women, Children, the Home • Gifts of Leather, Silver, China, Glass • Gift Cards, Wrappings, Watches, Diamonds, Jewelry, Silverware ***Special Gifts for Soldiers, Sailors, Marines

Daniel Low & Co.
310 Essex St.,
Salem, Mass.

Gay Color AND *Charm with*

MEYERCORD DECALS

Add new zest to kitchens, bathrooms, playrooms or accessories at low cost. Permanent. Washable. Easy to apply. Sold at hardware, paint, 5 & 10, department stores.

TRIMZ: *Ask to see the new Trimz wall borders!*

FREE Colorful booklet tells where and how to use decals. Address Dept. B.

MEYERCORD DECALS
5323 W. Lake St., Chicago



WHEN YOU CHANGE ADDRESS—Be sure to notify the Subscription Dept. of THE AMERICAN HOME at 251 Fourth Ave., N. Y. C., giving the old as well as the new address, and do this at least four weeks in advance. The Post Office Department does not forward magazines unless you pay additional postage.



KNITTING YARNS OF QUALITY

In making your knitted garments be sure to use Old Hampshire yarns. Write to us today without obligation and we will mail samples. Special prices given Red Cross Chapters and other organizations knitting for the armed forces.

THOMAS HODGSON & SONS, INC.
CONCORD NEW HAMPSHIRE

New! Flowering Plant Ball!



Just wet it . . . and it grows. "Earthless" sphagum-moss plant ball (3" in diameter) impregnated with Vitamin B-1. Blooms in record time. Just place it in bowl or hanging basket and keep moist. Eleven varieties: Nasturtium, sweet pea, morning glory, petunia, zinnia, marigold, cosmos, mixed flowers, climbing and trailing vines, and parsley. Ideal for gifts and bridge prizes. 50c each—3 for $1.00. All 11 varieties—$3. Money-back guarantee.

50c—3 for $1

JO-BEE COMPANY, 1010 Fox Theatre Bldg., Detroit, Mich.



THE FINE ENGLISH DINNERWARE

Spode

BLUE CAMILLA

Start your set of Spode with an Individual Place Setting. Add more from open stock. Ask your dealer about the Place Setting Plan or write for Booklet 17.

Sole Agents and Wholesale Distributors
COPELAND & THOMPSON, INC.
206 FIFTH AVENUE, NEW YORK, N. Y.
Prices are subject to change.

Individual Place Setting $5.17



THERE'S EXTRA WEAR IN EXTRA CARE

Many of the aluminum utensils you prize so highly are truly priceless today because they may be irreplaceable for some time. Naturally you want to make them last as long as possible. And we'd like to help you.

We have prepared a new *free* booklet on the care of aluminum ware. It also contains a number of wartime recipes you will surely want to try. Just sign and mail the coupon below and we'll send your copy promptly.

MIRRO THE FINEST ALUMINUM



Aluminum Goods Mfg. Co., Manitowoc, Wis.
Please send me your FREE booklet on the care of aluminum utensils and wartime recipes.

Name.....

Address.....

City.....*State*.....

Your *Beautiful* ALL WOOL Blankets are Priceless Now!



Loomed of all virgin wool for three generations, countless St. Marys fine blankets are in use today — as they will be years hence if properly cared for. Because many of the world's best wools are now scarce, St. Marys offers you this timely new book on blanket care. Now more than ever it pays to buy good blankets and the lovely new St. Marys, in spite of wartime restrictions, are the season's finest. See them — and write for free booklet, "The Proper Care of Your Fine Blankets." St. Marys Woolen Mfg. Co., St. Marys, Ohio.

St. Marys BLANKETS

WARTIME

MAJOR & minor



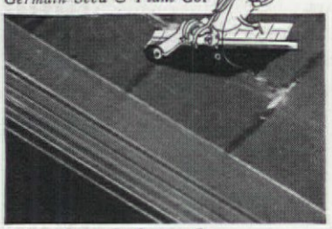
E. Wiener Co.

SPRINGBOARD FOR CHAIRS



INDOOR GARDENERS' GADGET

Germain Seed & Plant Co.



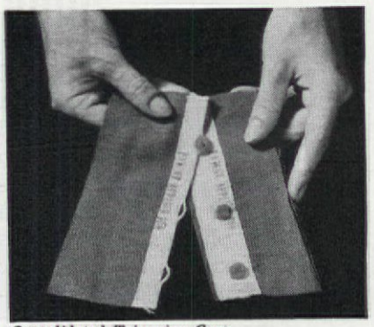
Revere Brass & Copper Co.

THRESHOLD EDGING



General Electric Co.

NO SWEAT, NO SHIVER!



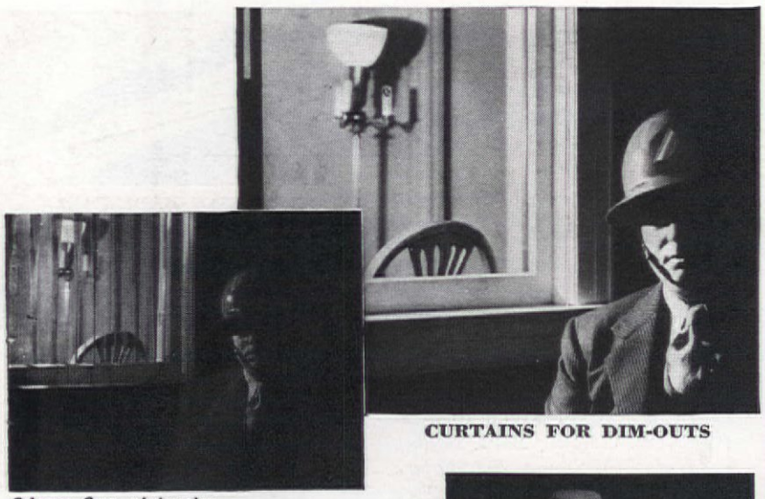
Consolidated Trimming Corp.

IN THEIR early stages the disruptions that war brings to our civilian habits can be startlingly perplexing, but America being America, after the first few jolts we just put on our thinking caps and pitch in. Before we know it our national ingenuity has solved a lot of the sudden problems and demonstrated once again that where there's a will there's a way. New methods, new materials, new products pop up in all directions. Many an expected "minus" becomes an actual "plus"—for the duration, at least!

As an indication of the success with which American business has met the necessity of giving up materials vital to the war industries without abolishing countless items that enter into our home lives, we have assembled the group of items on these pages. They are all obtainable as we go to press, and so far as we can see you'll be able to get them when you read about them some weeks hence. But nobody can guarantee anything about the future these days, for the war and its requirements just simply have to come first in our plans.

SUCCESSOR TO ZIPPERS. The manufacture of regular zippers for civilian use is out for the duration, probably, and this is one big reason for the development of tape strips carrying buttons and loops which can be sewn along the edges of articles that in peace times would be "zipped." They're intended especially for furniture slip

PLUS'S



CURTAINS FOR DIM-OUTS

Celanese Corp. of America

covers and the like, which must be closely fastened so they'll look their best.

SPRINGBOARD FOR CHAIRS. Nowadays metals are for war, so curved, flexible wood slats come into their own as springs for chairs. It's all been figured out and scientifically controlled—and they do the job, and keep on doing it!

INDOOR GARDENERS' GADGET. House plant bugs and blights pay no attention to priorities, but manufacturers have turned to and made a non-vital plastic sprayer assembly to cope with them. Cap, pump handle, and nozzle connection are of Tenite and built to fit a standard quart Mason jar which holds the spray liquid, all ready for action.

WARTIME THRESHOLD EDGING. Unlike some metals, Lumarith plastic strip moldings won't corrode, and vacuum cleaners and brooms will ride right over them without bending up any corners or edges. They won't chip, either, and the only cleaning necessary is a wipe now and then with a damp cloth.

NO SWEAT, NO SHIVER! Believe it or not, there's an automatic blanket that gets warmer as the room grows colder at night, and vice versa. No, it isn't magic—just some tiny, flexible wires hidden within the wool-rayon-cotton



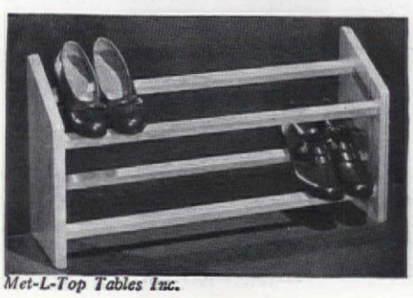
Pearl-Wick Corp.

ROLL YOUR OWN NEIGHBORHOOD SHOPPING



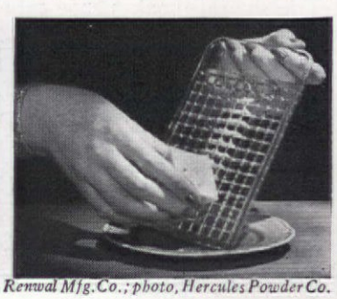
Club Aluminum Products Co.

CLOSET NEATNESS FOR SHOES



Met-L-Top Tables Inc.

GRATING WITHOUT METAL



Renwal Mfg.Co.; photo, Hercules Powder Co.

What's all this talk about WAR PAINT?



Ralph Stoetzel, Architect

IT'S happening all over the country! Property owners are taking house painting more seriously. They're taking better care of their homes by painting with the toughest wearing paint they can buy . . . *fighting* paint that will last the duration . . . *war* paint!

Eagle White Lead is *war* paint. It fights waste, arrests building decay. Nothing endures like lead, and there is no purer white lead than Eagle!

Since 1843 — and that's a *long* time—home owners have used this time-and-weather defying paint because: (1) its tough, elastic film anchors deeply into the porous wood surface; (2) it contracts and expands with the wood—doesn't crack or scale; (3) it wears evenly and slowly, gradually preparing itself for economical repainting; (4) it gives a finish of striking beauty.

If your house needs repainting, hire a good painter, and request him to use Eagle White Lead. This war-timely wisdom will be right in line with the program for conservation organized by OPA, and formulated in its Consumer Pledge, "I will take good care of the things I have."

New Booklet: Gives valuable information on painting, including how to get your money's worth from a paint job. Write The Eagle-Picher Lead Company, Dept.A-102,Cincinnati, Ohio.

THE EAGLE-PICHER LEAD COMPANY • CINCINNATI, OHIO

Member of The Lead Industries Association





$15.95* BUYS THIS LOVELY, PRACTICAL DELTOX RUG
9 x 12 SIZE

Smart Deltox Rugs lend new loveliness to your bedroom, your daughter's room, that guest room. And a Deltox costs so little you can have a new rug in any room . . . in every room . . . without straining your budget.

Woven of tough Kraft fibre, Deltox Rugs withstand long, hard usage. Reversible, too (two usable sides for double wear). And so easy to clean: the clever flat weave has no nap to catch and hold the dust. See them at your favorite store, or write us for name of nearest dealer. DELTOX, Dept. T, 295 Fifth Avenue, New York.

*Prices differ slightly according to locality.

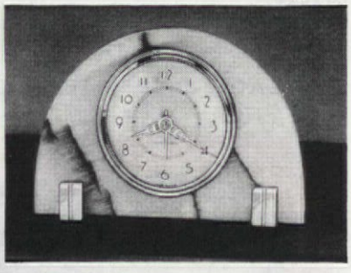
* America's smart low price rug

DELTOX



AMERICA HAS WON 5 WARS
since the first Seth Thomas

TODAY, just as they first did in the War of 1812, Seth Thomas* clocks are ticking off the vital minutes for America's homes. For many years, Seth Thomas has been famous for up-to-the-minute standards of mechanical excellence and tasteful designs. You can be sure that the clock you buy today will live up to the Seth Thomas tradition for long life and dependable accuracy, and continue to reflect your good taste through the years to come.



THE VISTA. Genuine onyx. A bright, modern clock of unusual beauty. Self-starting electric time movement. You may not be able to obtain this particular model at your dealer's, but he will have other Seth Thomas clocks just as up-to-date and attractive.

GTI

Seth Thomas Clocks are priced from $4.95, plus federal tax. Seth Thomas Clocks, Thomaston, Conn. A division of General Time Instruments Corp.
*TRADE MARK REG. U. S. PAT. OFF.

SETH THOMAS CLOCKS
★ Self-starting Electric or Key Wound ★

fabric, connected with the electric house current and controlled by a little bedside thermostat. Laundered like any good woolen blanket, and very good-looking. Comes in choice of five colors, 72″ x 86″.

TICKING OUT OF BED. Everyone knows the sturdiness of mattress ticking, but few have thought of this material as being good for any other purpose. But times have changed, and now you can get ticking in attractive new designs of gray and red, as well as other colors, in ready-made draperies and bedspreads. Very good looking, suitable for many different rooms. And if you want it, you can also get yardage from which to make slip-covers. *Golding Bros. ticking, made up by Simon & Shapiro.*

CURTAINS FOR DIM-OUTS. Darkening private house windows in coastal areas where dim-out regulations are in force has been simplified by a new black, transparent "dim-out sheer" fabric—obtainable at leading stores—which permits average illumination indoors without hindering ventilation. It's good for darkening a child's room at nap time, too, and is especially practical when made up as a draw curtain. The two "with and without" pictures are by courtesy of Abraham & Straus, Brooklyn, N. Y.

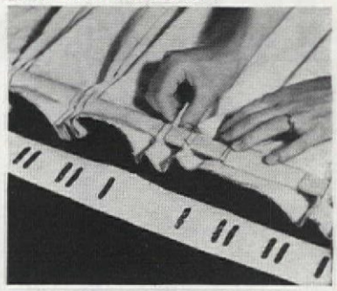
ROLL YOUR OWN PURCHASES. Wheeling the family groceries home in a "Victory Van" saves tires, gasoline, wrapping paper and arm muscles! Its removable bag is made of DuPont's pyroxalin-coated fabric that's washable and grained like leather. Blue wooden frame and red wheels—light to carry to the store and easy to roll home.

FOR NEIGHBORHOOD SHOPPING. Red, white and blue rolling shopper for war days. The body measures 14″ x 9½″ x 17½″ with rounded corners and a 14″ handle —35-inch overall length. Built of non-critical materials throughout, so your conscience will be clear as you trundle it merrily home full of fixin's for the family's dinner.

CLOSET NEATNESS FOR SHOES. Tire shortage makes shoe care extra-important, so what's more logical than an all-wood rack like this to go on the closet floor, shelf, or wall? Natural wood finish, and holds eight pairs of women's shoes or six pairs of men's. It comes knocked down; easily assembled.

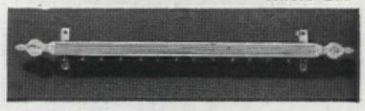
GRATING WITHOUT METAL. Tin goes to war, so along comes cellu-

Consolidated Trimming Corp.



PLEATING MADE EASY

Kirsch Co.



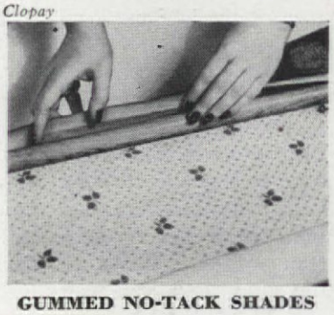
WOOD FIXTURES A LA 1942

Plastic Products Engineering Co.



BLACKOUT SHADE CRACKS

Clopay

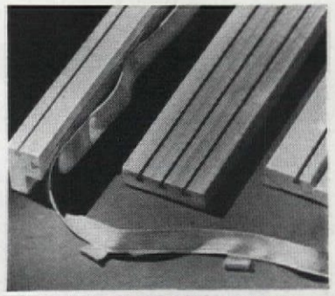


GUMMED NO-TACK SHADES

Jiffy Join, Inc.



CURTAIN HANGING STUNT



—AND HOW IT WORKS

HOME HEALTH DEFENSE IS ESSENTIAL TO NATIONAL DEFENSE

CLOROX
provides protection in Public Health Defense as in Home Health Defense!

WHY TAKE CHANCES!
"When it's CLOROX-CLEAN it's hygienically clean!"

AUTHORITIES recognize the value of Clorox as an aid to public health when used ... as a precaution against bacteria in drinking water; for sanitation in restaurants, soda fountains, taverns, dairies, etc.; in diaper laundries; for use in surgical solutions and general hospital sanitation.

The effectiveness of Clorox for these purposes indicates its value for combating infection dangers in routine cleansing of china, glassware, tile, enamel, porcelain, linoleum, wood. Use Clorox regularly in kitchen, bathroom, laundry for greater home health defense. Simply follow directions on the Clorox label.

AMERICA'S FAVORITE HOUSEHOLD DISINFECTANT
CLOROX Disinfects DEODORIZES BLEACHES REMOVES STAINS
FREE FROM CAUSTIC
Copr. 1942, Clorox Chemical Co.

FALL IS AN IDEAL TIME TO PLANT
Fruit Trees, Berries, Shrubs, and Roses. Write for free catalog.
STERN'S NURSERIES, Dept. A, Geneva, N. Y.

PEARCE *High Quality* **BLANKETS**



Everybody Loves Them

Soft and light and fluffy, the deep nap of Pearce Blankets imparts greater warmth without added weight and induces restful sleep. Highest quality—80% wool, 20% rayon. Soft pastels and darker colorings. Truly gorgeous. Tested for color fastness.

At Better Stores $8.95 to $15.95

Sample swatch and descriptive folder upon request.

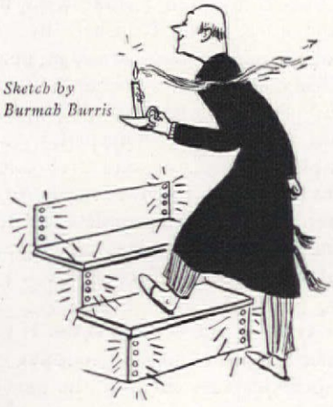
PEARCE MANUFACTURING CO.
AMERICA'S OLDEST BLANKET MILL
LATROBE, PA.

lose acetate plastic to take its place even in kitchen graters. Never rusts, stainless, chip-proof and unbreakable—not to mention its crystal-clear good looks and quick operation under all conditions.

PLEATING MADE EASY. It's called Simpleat, which suggests such simplicity that one wonders why somebody didn't think of the idea long ago. Just a strip of durable, stiffish fabric (2", 2½" or 3" wide and as long as you want) with holes cut in it at intervals for the curtain rod. You sew it out of sight on the back of the curtain, and it gives you sharp, evenly spaced pinch pleats with certainty and speed.

FIXTURES A LA 1942. Now it's curtain rods and brackets of wood instead of metal—but what a change from the old-timers! As durable as they are attractively designed. Good choice of colors, too: eggshell white, antiqued with burnt umber; eggshell white and gold; eggshell white; red mahogany; and parchment and gold.

CURING BLACKOUT SHADE CRACKS. Tenite strips help solve the problem of how to avoid cracks of light around the edges of blackout shades by acting as tracks



Sketch by Burmah Burris

Lumelite Corp.

DARK STAIR STUMBLE-STOPPERS

which hold the sides of the curtains in place at all times. They come in either black or white and don't interfere with the decorative effect of the room. Tenite is a non-priority material, of course, and is both durable and easily attached.

NO-TACK SHADES. That's right—they're gummed along the end, so you can stick them right on your present rollers and they'll stay there. Made of heavy, tough, non-cloth material that wears well and comes in a good variety of designs at surprisingly modest prices. Available in stores all over the country.



This striking test demonstrates how J-M Rock Wool checks the flow of heat. Blowtorch melts the copper disc but the man's hand is uninjured.

FUEL SHORTAGE?

Blowtorch test demonstrates how J-M Home Insulation SAVES FUEL

THE photograph above is a simple, but graphic illustration of how Johns-Manville Rock Wool helps stop the flow of heat. It makes it easier to understand why 4" of J-M Rock Wool Home Insulation helps keep heat from leaking through the roof and sidewalls of your house.

That's why J-M Rock Wool is the best ally you can have against this winter's threatened fuel shortage. Scientifically installed in the roof and sidewalls of your home, it does a dual job—keeps heat IN and keeps cold OUT. The result, as hundreds of thousands of home-owners know, is a saving of up to 30% on fuel bills! . . . That's going to be more important to you *this* winter than ever before.

SEND FOR FREE BOOK

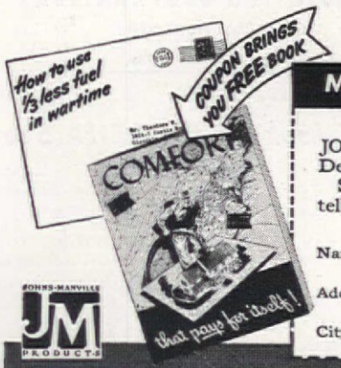
The free book shown below tells the whole story of J-M Rock Wool . . . shows you why J-M's trained contractors do a better, more thorough job of installation, using the blowing method . . . Explains why J-M insulated homes are up to 15 degrees cooler in hottest summer weather, and save up to 30% of fuel in winter.

And last, *but certainly not least*, J-M Home Insulation will help free coal and tank cars for carrying vital war supplies. If every one of America's 13,500,000 houses with heating plants were insulated this thorough, scientific way, an estimated 52,612 tank cars and 23,234 coal cars would be freed for war purposes this winter.

Send for the booklet which tells *"How to Use ⅓ Less Fuel in Wartime."* Please note coupon below.



Here is what happens in a "Skimped" Job: Note voids . . . "Leaky," incomplete insulation will cause cold spots. J-M contractors are trained to do a job that is complete. J-M Rock Wool is "blown" to the exact, efficient firmness that helps keep winter heat IN and summer heat OUT.



Mail this Coupon . . . NOW!

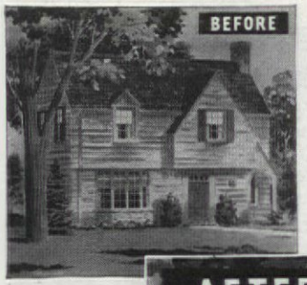
JOHNS-MANVILLE,
Dept. AH-A-10, 22 E. 40th St., New York.
Send me FREE illustrated book which tells "How to Use ⅓ Less Fuel in Wartime."

Name_____

Address_____

City_____ State_____

JOHNS-MANVILLE "BLOWN" HOME INSULATION



IT'S PATRIOTIC TO PAINT!



Write Today
for booklet "1501 Painting Contractors Tell You How to Get the Best Paint Job"

HELP AMERICA BY CONSERVING WHAT YOU HAVE

WE'VE all got to take care of what we have. Paint is the best and most economical way to preserve our homes, plants and business properties.

Painting not only saves the cost of repairs and replacements—it saves the *materials* that would be used—materials needed for war production. It's patriotic to paint.

Fortunately the supply of good painting materials is sufficient for both war and civilian use—so make up your mind to paint your home now. Don't forget to specify *Gum* Turpentine, the *one standard, fool-proof paint thinner* used and preferred by expert painters in this country since earliest Colonial days.

Gum Turpentine carries the pigment and oil into the pores, forming millions of little fingers which *anchor the paint to the surface.* Unlike substitutes, Gum Turpentine *contributes to the paint film making it tougher and longer lasting.* Gum Turpentine represents less than 2% of the cost of a paint job—so why risk substitutes to save a few pennies?

Get in touch with a reliable painting contractor today. Help America *by conserving what you have.*



AMERICAN TURPENTINE FARMERS ASSOCIATION COOPERATIVE
VALDOSTA, GEORGIA

Look for the AT-FA Seal

Be sure to specify Gum Turpentine bearing the AT-FA seal of approval. This is your assurance of the genuine, dehydrated Gum Turpentine. Gum Turpentine is also available in attractive, handy, glass containers. Use Gum Turpentine for cleaning woodwork, floors, furniture, windows, bath tubs, toilets and metal fixtures.

PAINT NOW-Specify GUM TURPENTINE

STUNT FOR HANGING CURTAINS. No rods—just slotted wooden moldings with slider tape to be sewed along the top of the curtain. The slides go in at the end of the slot, and there you are. Moldings come with one, two, or three slots, depending upon whether or not you want to have blackout curtains as well as the regular ones.

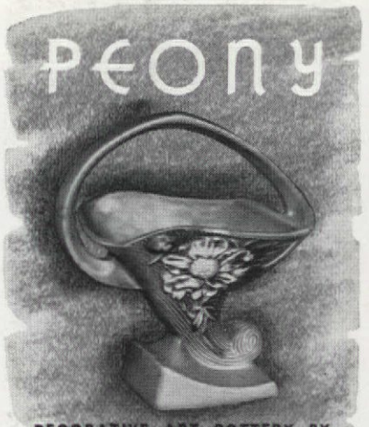
DARK STAIR STUMBLE-STOPPERS. For safe going in blackouts, on cellar steps or other dimly lighted stairs, these Lucite plastic reflector discs can save many a stumble. They're colored crystal, amber, red or green, and you're likely to find them on the counter in your favorite dime store.

SPECIALTY SHELVES. Three plate glass shelves tiered one above the other by means of two white enameled wooden rods that pass through holes near their ends—it's a new wrinkle in bathroom equipment. The whole assembly is 15 inches high and 14 inches wide, and each shelf is 5 inches deep; space between shelves, 7 inches. Hangs by two simple brackets and is instantly removable from its place on the wall, for cleaning. *Handy Andy Specialty Co., Inc.*

FLOOR COVERING INGENUITY. "Victory" rugs woven entirely of American cotton to take the place of other types banished by the war's needs; they are real news. The colors, firm weave and designs are as durable as they are pleasant on the eye and underfoot. Available in many sizes and fresh colors to fill a wide range of needs, from replacements to a complete new furnishing job, in just about any room. *Karastan Rug Mills.*

CALLING ALL GARDENERS. If you need a new nozzle, coupling or sprinkler assembly for the garden hose, you'll welcome the tip that these normally brass parts can now be had in good, tough, non-corrosive plastic that's also bright colored—quite a fresh and pleasant note in outdoor watering equipment. *H. B. Sherman Mfg. Co.*

SERVE IT HOT! Yes, every bit as hot as it's cooked, if you want to, and the casserole or other container can come right to the table without burning anything if you set it on one of the new Herculite heatproof glass trays. Very good looking, with wood handles and side edgings carved in rope design and colored red, green, black, natural or bleached walnut. Rectangular, and measures about 12 by 18 inches. *Pittsburgh Plate Glass Co.*



DECORATIVE ART POTTERY BY
ROSEVILLE

Beautifully rounded Peony blooms, enhanced by a rich wood-texture finish. 65 graceful new shapes in handpainted Sienna Brown, Coral, Nile Green. At gift shops and department stores.

Send 10c for colorful booklet
ROSEVILLE POTTERY, INC.
Dept. A-102, Zanesville, Ohio

Tired Kidneys Often Bring Sleepless Nights

Doctors say your kidneys contain 15 miles of tiny tubes or filters which help to purify the blood and keep you healthy. When they get tired and don't work right in the daytime, many people have to get up nights. Don't neglect this condition and lose valuable, restful sleep.

When disorder of kidney function permits poisonous matter to remain in your blood, it may also cause nagging backache, rheumatic pains, leg pains, loss of pep and energy, swelling, puffiness under the eyes, headaches and dizziness.

Don't wait! Ask your druggist for Doan's Pills, used successfully by millions for over 40 years. They give happy relief and will help the 15 miles of kidney tubes flush out poisonous waste from your blood. Get Doan's Pills.

The AMERICAN HOME MENU MAKER

A featherweight steel box containing space to file 1000 3 x 5 recipes. Includes 45 newly organized stiff index cards and supply of Diafane envelopes. Choice of WHITE or BLUE.

ALL FOR $1.50
Add 25c west of Mississippi
THE AMERICAN HOME
251 Fourth Avenue, New York





Why too much "civilization" may be harming your dog!

A dog's teeth should be white, sharp, strong . . . and they should have plenty of chewing exercise to keep them that way!

Unfortunately, most soft "civilized" foods don't give this exercise. But there's one ration that *does* . . . Milk-Bone Dog Biscuit. Milk-Bone is firm, crunchy . . . must be crushed and chewed before being swallowed.



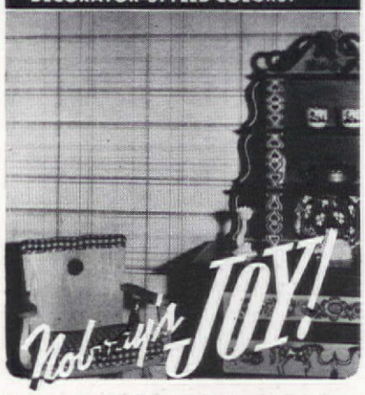
Milk-Bone gives dogs vital Vitamins too . . . A, B_1, D, E, and G! It's made from milk • high protein beef meat meal • yeast • fish liver oil • whole wheat flour • minerals and proteins!

Buy a package today!

NATIONAL BISCUIT COMPANY

National Biscuit Company
449 W. 14th St., N. Y. C., Dept. G-10
Send me FREE SAMPLE MILK-BONE and BOOKLET: "How To Care For And Feed Your Dog." (Please print. Paste coupon on penny postcard if you wish.)
Name .....
Address .....
City and State .....

Today— SANITAS AMAZES EVERY ONE WITH ITS NEW BEAUTY AND DECORATOR-STYLED COLORS!



Redecorating every few years isn't fun. Not when you consider cash outlay. But when you decorate now—with SANITAS . . . it's like buying WAR BONDS.

For years (7-10-12 or more) you'll be spared any urgent need for redecorating.

The *beauty* of SANITAS is . . . Its Beauty Lasts. And you still can't beat it for L. C. M. (Low Cost Maintenance).

● L. C. M. (1) Washing with mild, neutral soap and water renews original freshness. (2) A damp cloth quickly removes spots. (3) Sturdy Fabric Foundation of SANITAS strengthens walls—hides cracks. (4) Lasting satisfaction and economy saves redecorating expense.

SANITAS FREE LITERATURE
FABRIC WALL COVERINGS

Standard Coated Products Corporation 1210
40 Worth Street, New York

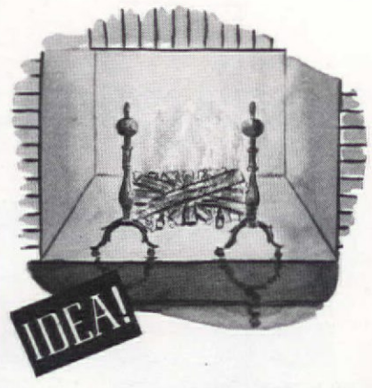
Send "Decorator-Styled Room Settings" and samples of SANITAS Fabric Wall Covering.

Name .....
Address .....
City ..... *State* .....



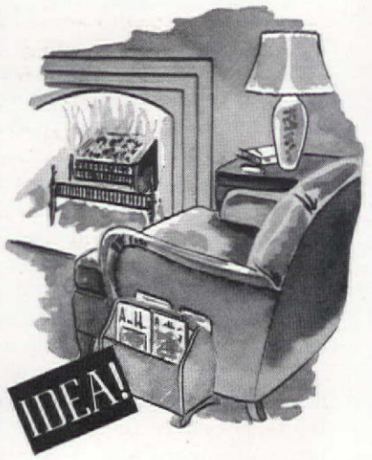
COAL scuttle to wood box. We needed a kindling container for our fireplace and couldn't spend much for it. So, we bought a good old-fashioned galvanized coal scuttle. We washed it with vinegar and painted it a gay red

RUTH LEIGH SCLATER



BURN candles at both ends. If you haven't any kindling and you have some candle ends, use them to start your fire and you'll have a blaze in no time at all

MRS. R. S. BLODGETT



BESIDE the fireside chair, this magazine rack that once was a high, covered sewing cabinet. The lids were removed and legs cut down to floor level, then reset on the curved feet of the cabinet

MRS. MIKE RENNES



You'd have seen glass like

Duncan's Sandwich

by candlelight on old Cape Cod

Duncan's Early American Sandwich has the charm, the brilliance, the sturdy old-fashioned beauty of Cape Cod Glass. Yet it is moderate in price. See it in your stores.

THE DUNCAN & MILLER GLASS CO.,
WASHINGTON, PA.

Please send me free folders on Duncan's Early American Sandwich pattern.

Your Name.....
Address AH-1042



"Hanging over my desk, my Nurre Mirror reflects the sunshiny window, making the whole room seem brighter and larger, almost as though we had completely redecorated. It is truly a 'Living Picture' on our wall.

"I can't imagine a lovelier gift, and the book you sent along, 'How Famous Decorators Would Use Mirrors In Your Home' was *so* helpful in choosing just the right place for my lovely new Nurre Mirror."

Mail the coupon for *your* copy of this interesting book—and be sure to see the beautiful Nurre Plate Glass Mirrors your dealer has on display.

Living NURRE Mirrors *Pictures*



FREE BOOKLET
New 1942 Edition
"HOW FAMOUS DECORATORS WOULD USE MIRRORS IN YOUR HOME"
Shows you how mirrors can be used to make a smarter and more charming home. Send for it today!
MAIL THE COUPON NOW!

The Nurre Companies, Inc.
Dept. AHO-Bloomington, Ind.
Please Send me Free Book.
Name.....
Address.....
City.....State.....



The **WESTERN PINES*** create full-time job for idle attics

• Once just so much waste space, now you see a neat and tidy bedroom for two youngsters. And well might grown-ups envy them these friendly paneled walls and built-in furniture, done in knotty Western Pines. There's inescapable warmth and friendliness in these soft-toned, even-textured woods.

• Have you an idle attic or basement that could be turned to good use today? Never a better time to remodel inside your home—and outside too. Never more versatile materials than the Western Pines to do the job. "Western Pine Camera Views," 1942 edition, will show you how. Your copy of this picture album is FREE for the asking. Address: Western Pine Association, Dept. 165-F, Yeon Building, Portland, Oregon.

*Idaho White Pine *Ponderosa Pine *Sugar Pine

THESE ARE THE WESTERN PINES

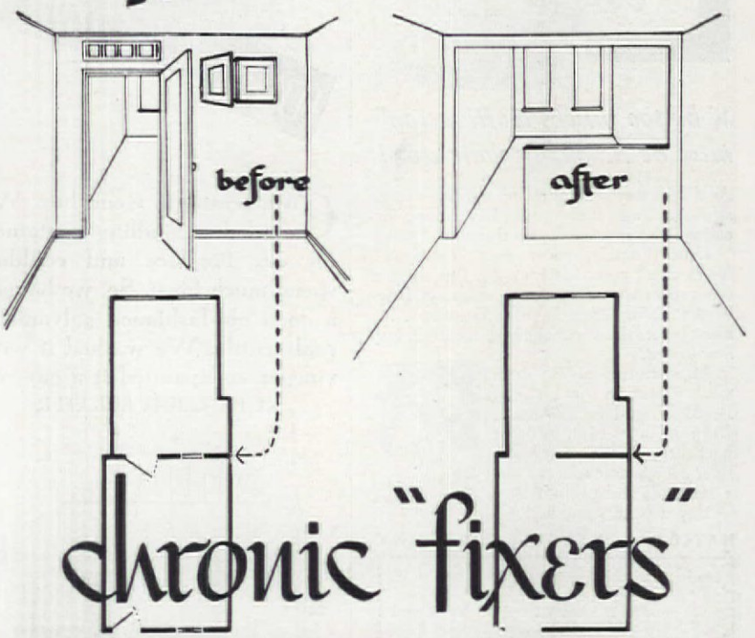


THE CLASSIFIED TELEPHONE DIRECTORY can help keep your things in good repair for the "duration" whether it's a tricycle or an automobile.

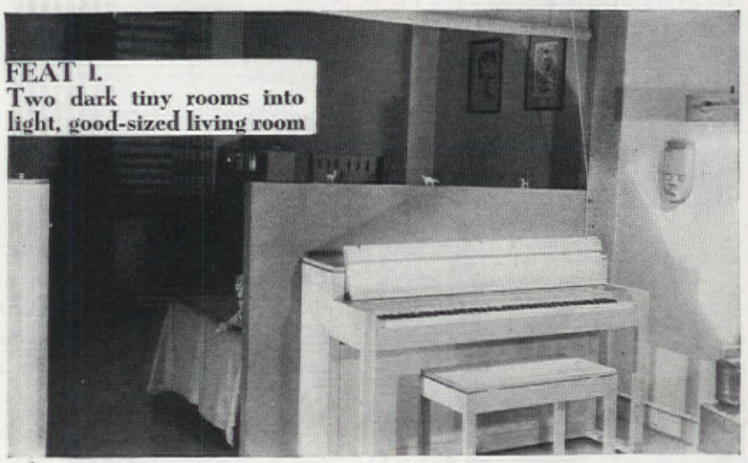
Look in the Classified and see how easy it is to find tradespeople who can serve you. Under easy-to-locate headings you will find the name, address and telephone number and in many cases information to aid you in choosing those who can help you most satisfactorily.

MAKE THE CLASSIFIED YOUR BUYING GUIDE

The Winstons—



chronic "fixers"

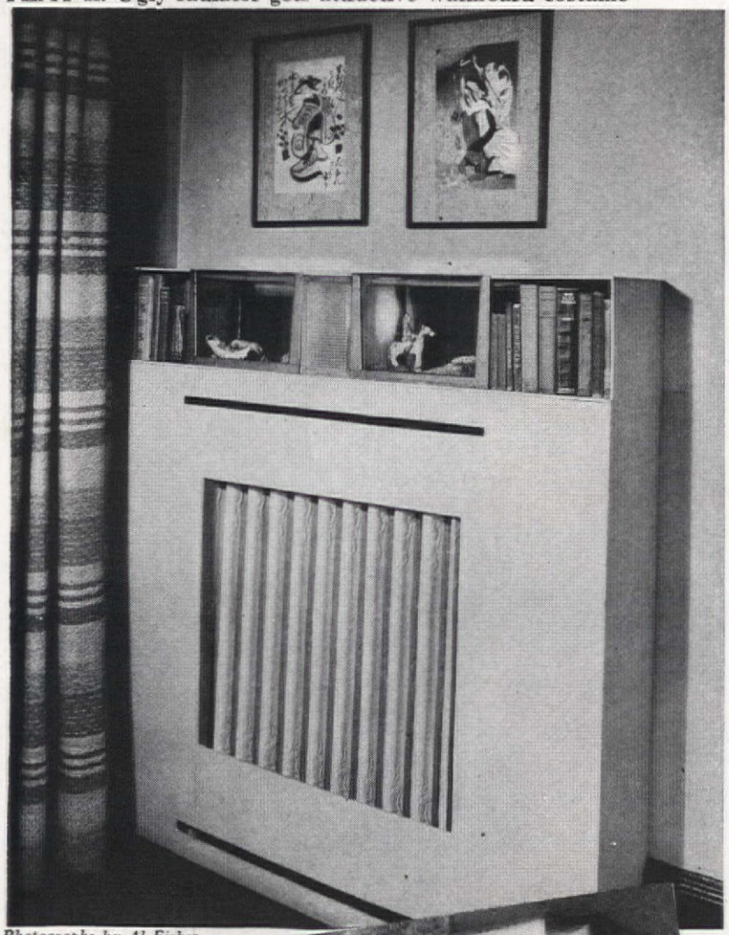


FEAT I.
Two dark tiny rooms into light, good-sized living room

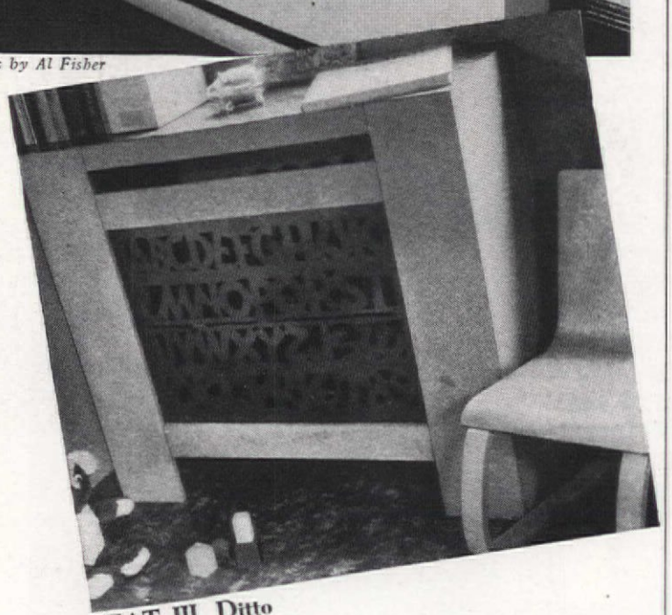
I GUESS that's what we are, all right, but there always seems to be something to improve somehow. Take old houses. Lots of charm, but the radiators in old houses—whew! They invariably occupy the choice spot on every wall and what eyesores they are unless something is done about them. It was such a one in our living room that got itself "fixed" up as you see it on the right. It now leads as efficient a life, but is decorative as well. Total cost was $5.62, so that we feel we are both smart "fixers" as well as thrifty "fixers."

The cover was made of wallboard, a material good-looking enough to be waxed and left natural, but since the room was small we painted our cover—and the radiator—the same color as the wall. On top we placed two fish bowls, separated by a glass brick behind which is a bulb of sufficient strength to cast a glow through the entire room. The bowls have held tropical fish, been used as terraria, and as museum cases for the family's collection of rare stones. We designed the enclosure with a large opening in front to give a maximum area of radiation; the upper slat allows heated air to rise and escape, while the lower provides for the return of cool air. Since the enclosure was made of wallboard, it was necessary to fasten the boards to corner uprights. Fish glue and wire nails hold the enclosure together. Because of the weight of the water in the fish bowls, the entire cover rests on a wooden plank, which in turn stands on three 2 x 4's. If the heating system is steam, the distance between the top of the radiator and the bottom of the ledge on which books and fish bowls rest must not be less than 7 inches. Since we have

FEAT II. Ugly radiator gets attractive wallboard costume



Photographs by Al Fisher



FEAT III. Ditto

hot water heat and never turn our radiator on or off, we did not allow for this in our enclosure. However, it would be possible to cut a small opening at the side to reach the radiator valve.

Radiator Fixin' Number Two is also a wallboard job, painted red, as is the alphabet, the latter being cut out of wallboard with a little electric jig saw that cost only $2.50. It is gay, easy to keep clean.

Another eyesore we got rid of was a twosome of small adjoining rooms, one with two windows in the end, the other with no outside windows and only small wall openings. We removed the wall between the two rooms, and substituted a wide plywood partition four feet high, (diagram opposite). We are delighted with the serviceability of both rooms and they now appear to be one large living room, interestingly broken up. A bamboo blind was hung from the top of the partition, so that the outer room can be screened from view when desired. And the cost of the project was only $12!—**JULIA AND LEON WINSTON**

HERE'S HOW TO CUT HEATING COSTS THIS WINTER



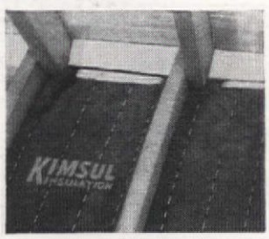
Insulate — Save Fuel for America!

★ You can easily cut your heating costs by having KIMSUL* Insulation installed in the unfinished attic floor or roof of your home. KIMSUL Insulation is one of the most efficient heat-stoppers known to science . . . installed in either of these vital spots, KIMSUL will stop up to 80% of the heat that could otherwise escape! Your home will be kept warmer in winter with less fuel . . . you'll enjoy years of lower-cost heating.

And vitally important today, while KIMSUL Insulation cuts your heating bills, it helps you cooperate with America's war effort by conserving fuel . . . by lightening the fuel-hauling burdens of the Nation's trucks and trains.

How effectively good insulation reduces fuel consumption and heating costs is graphically shown in a recent bulletin published by the U. S. Government which says in part *"It has been estimated conservatively that fuel to heat the average home in accordance with modern standards of comfort would cost about $75 a year without insulation and only about $40 a year with insulation."* Clearly, it pays to insulate. Fact is, next to U. S. War Savings Bonds, KIMSUL Insulation is one of the best investments you can make today!

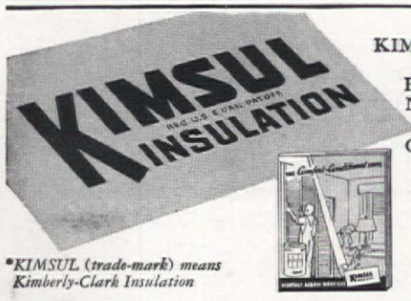
Best of all, KIMSUL is *immediately available* for installation in your home. Mail coupon now for full details.



Here's the way KIMSUL looks when installed in unfinished attic floors to conserve heat in winter—and to keep it out of your home in summer. KIMSUL "Comfort-Conditions" your home, gives years of greater fuel economy.



And here's how neatly KIMSUL is installed in sloping roofs. Stays put, too, once properly installed. Rows of strong stitching run through KIMSUL blanket, prevent sagging, sifting, settling.

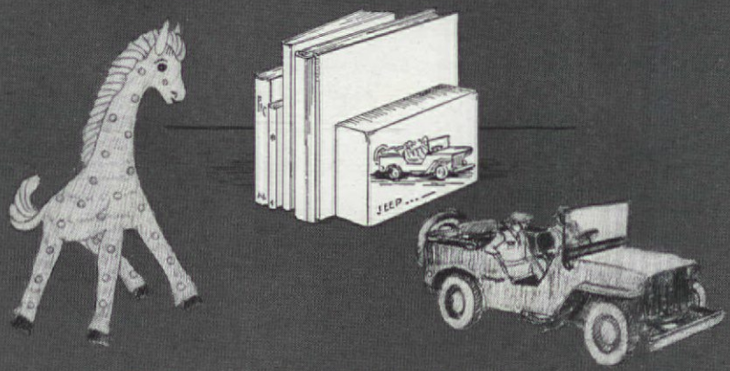


*KIMSUL (trade-mark) means Kimberly-Clark Insulation

KIMBERLY-CLARK CORPORATION
Established 1872 AH-1042
Building Insulation Division
Neenah, Wisconsin
Send FREE booklet "The Comfort-Conditioned Home", also attic folder.

Name .....
Address .....
City .....
State .....

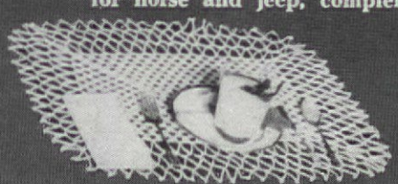
Homework



AMERICAN HOME CRAFT A552: Two popular designs to be embroidered on book ends for a child's room, by Georgiana Brown Harbeson. Make the book ends of cigar boxes filled with sand, to give needed weight, and cover with felt. Hot iron transfers for horse and jeep, complete directions, 25 cents



AMERICAN HOME CRAFT A553: No nicer gift than a few of these monogrammed hot pot holders, crocheted in new and easy puff stitch; full instructions, 15 cents



AMERICAN HOME CRAFT A554: A simple and lovely crocheted place mat design from Maud Potter. Complete directions and hints on how to dry, 15 cents

AMERICAN HOME CRAFT A555: Your chances of being chosen godmother should be wonderful, if you have this handsome knitted set ready for the new baby. Includes blanket, bonnet, sweater, mittens, booties (not shown). Design by Evelyn Carpenter. Instructions, 20 cents



F. M. Demarest photographs





AMERICAN HOME CRAFT A556: Clothes too worn to be remodeled contain all the makings of a lovely hooked rug, and this one, with a sea horse motif, simple and effective, will lend a touch of color to any room; design from Margaret A. Young; instructions, 20 cents

AMERICAN HOME CRAFT A557: A quaint and thoroughly useful item, a bath mat made of cotton padding, with bright appliques of cotton flowers; directions, 15 cents

ORDER THESE AMERICAN HOME CRAFTS FROM THE AMERICAN HOME PATTERN SERVICE, 251 FOURTH AVENUE, N.Y.C.

PRINTED IN THE U.S.A. BY THE CUNEO PRESS, INC.



THESE BEFORE-AND-AFTER PICTURES show how one family transformed an out-of-date living room with the help of Armstrong's Linoleum. Most of the furnishings are the same. Yet they look quite modern against the smart Armstrong Floor—Embossed Inlaid, Style No. 6380. Stop in and see this and other Armstrong Floor fashions now showing at local stores. A helpful sketch of the plan of this remodeled living room and complete list of furnishings will be sent to you free. Just write.



"Now, young lady, do you still think our home is old-fashioned?"

Read how Mrs. Lowell found a cure for a run-down living room, and a good-cheer tonic for every member of her family!



IT WASN'T SO MUCH what the children said, but the way they said it that worried Mrs. Lowell. Her living room "old-fashioned"? It was like calling *her* old-fashioned!

Maybe she had been so proud of that davenport and chair they'd bought last year—and the new piano—that she hadn't really stood back and looked at the room as a whole. It did seem to need something to tie it all together. Maybe new wallpaper—or some nice drapes. But the floor! Nothing could make those old time-worn boards new again. Nothing? Why not do what one of her friends had done—install a modern, smartly styled floor of Armstrong's Linoleum?

Her next shopping trip took her straight to her favorite store. Just looking at the new Armstrong Floor styles made her see a really modern living room—one the children could be proud of.

As you can tell by these before-and-after pictures, it all worked out even better than she had hoped. Most of her old furnishings could still be used, though you'll have to look twice to recognize them in their new setting. She even found that Armstrong's Linoleum cost so much less than she had expected, she could afford that desk Tom had always wanted—and new bookcases!

That Armstrong Floor has turned out to be a wise investment for more than one reason. It saves housekeeping time every day. Just a quick swish of the dry mop, an occasional waxing, and it always looks its party best. Warmth and quietness underfoot are added comforts. Perhaps the biggest joy of all is the cheer that a transformed living room brings to every member of the family, and to everyone who enters your home.

WANT TO SEE more transformed rooms? Then write for color-illustrated book—"Tomorrow's Ideas in Home Decoration." Yours for 10¢ (outside U.S.A., 40¢). Armstrong Cork Company, Floor Division, 4210 Pine Street, Lancaster, Pennsylvania.

★☆★ **TO DO OUR PART** in the war effort, the Armstrong Cork Company has converted much of its productive capacity to the making of munitions and other vital war materials. However, your merchant can still show you Armstrong Floors that are both smart and correct. Look for the name *Armstrong's* on the back.

ARMSTRONG'S LINOLEUM FLOORS

for every room (A) in the house

MADE BY THE MAKERS OF ARMSTRONG'S QUAKER RUGS, ARMSTRONG'S LINOWALL, AND ARMSTRONG'S ASPHALT TILE

...what Carpeting can I buy today?



Shown above: Bennington Wilton, one of the new blend weaves, Royal Fern pattern in Amethyst Rose. Four other colors available. $69.50 for 9x12 ft. size. Other sizes in proportion. Gowns by Bergdorf-Goodman • Furniture by W. & J. Sloane, Inc.

To those who are asking this question, here is the answer. War work comes first in the Karagheusian Mills (duck cloth for tents, tarpaulins, gun-covers, bomber-linings). But a certain number of looms are still making rugs and carpets. Not in such a variety as before Pearl Harbor but in fabrics adapted to wartime budgets, as our Government desires . . . new weaves perfected from sturdy wool and rayon. *See them at the stores.* You will find them outstanding in beauty and value . . . fully worthy of the famous label they carry: *"By the Makers of Gulistan."*

A. & M. Karagheusian, Inc. . . . Makers of

GULISTAN

All fabrics made in U.S.A. by A. & M. Karagheusian, Inc. • Head Office: 295 Fifth Avenue, New York